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THE NATIONAL NEWSPAPER OF MARKETING

Parker Pen Co. Names Burnett for All Consumer Ads

Assignment Also Pulls Eversharp Line Out of Compton Advertising

JANESVILLE, WIS., Feb. 15—Parker Pen Co. concluded a four-month search for an agency to handle Parker pens this week when it selected Leo Burnett Co., Chicago.

Parker sweetened the Burnett pot when it also threw in its Eversharp pencil division, which currently is handled by Compton Advertising, Chicago.

Thus, the Burnett agency will handle all consumer advertising for Parker, which will bill about $3,000,000 this year. Although a takeover date has not been set, Burnett presumably will start billing immediately on Parker pens, and in 90 days on Eversharp. Arthur Towell Inc., Madison, Wis., will continue to place Parker's trade advertising.

Some 80 agencies solicited the Parker account, which has been up for grabs since last October, when the company split with Tatham-Laird (AA, Oct. 24). However, Parker talked to only five hand-picked agencies—Burnett, J. Walter Thompson Co., Compton, N. W. Ayer & Son and Ogilvy, Benson & Mather.

■ This is the first time that Parker's U.S. consumer advertising has been concentrated in one agency

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U. S. Fiat, $600,000 Account, Now Parked at Woods-Donegan

NEW YORK, Feb. 16—For two weeks now there have been reports about the Fiat account moving out of Grant Advertising.

The reports have gone unconfirmed. Fiat Motor Co. has had nothing to say about the whole business. Grant has consistently stated: "As far as we know, we are still working on the account."

Nevertheless, it now seems the reports were accurate. Also accurate was the report that the Italian auto account had been assigned to Woods-Donegan, a public relations company.

E. C. Donegan Jr., head of the pr company, showed little reluctance today in confirming the reports. He told ADVERTISING AGE that Grant had been "dismissed" and that his company had taken over the account.

■ Woods-Donegan was organized four-and-one-half years ago with Fiat as its main client. Mr. Donegan said his company has served as Fiat's "advertising counsel." Woods-Donegan has also been handling Fiat's international advertising.

The decision to drop Grant was reportedly made by Vincent Garibaldi, president of Fiat's U.S. company, who recently returned from a trip to Europe, as did Mr. Donegan. Woods-Donegan maintains an office in Paris.

Mr. Donegan revealed that his company would soon begin handling another advertising account, the introduction of a new French

(Continued on Page 89)

COVERAGE — *Congoleum-Nairn, Kearny, N.J., is launching its largest print campaign with 72 color pages in magazines during 1961. The advertiser has invested most of its budget in radio and tv in the past. Keyes, Madden & Jones is the agency.*

Pemberton, Blake Head Ad Setup at H. K. Porter Co.

Agency Emphasis Shifts to KM&G; Divisions Are More Autonomous

PITTSBURGH, Feb. 15—H. K. Porter Co.'s fifth ad manager in three years will move in Feb. 20, when Donald Blake, formerly ad manager of the Connors steel division, succeeds Chevalier J. Tucker, who has left the company.

At the same time, Porter said it has returned to practically the same organizational pattern abandoned about September, 1958, when the series of appointments, realignments and resignations first began.

Mr. Blake will report to Jeffrey Pemberton, director of advertising and public relations, who re-

(Continued on Page 90)

ANA Workshop Hears Diverse Views . . .

Use of Co-op Spreads, but It's Still Under Fire

Harvester's Maxwell Reports Study Showing Newspapers Are Favored

CHICAGO, Feb. 15—The problems and complexities of cooperative advertising were discussed at an Assn. of National Advertisers workshop, but survey results released at one session indicate that about 63% of ANA members have used co-op during the past three years.

The findings were presented by William O. Maxwell, manager of the consumer relations department of International Harvester Co. and chairman of ANA's co-operative advertising committee. The co-op workshop was held here yesterday and today.

Of 203 ANA members who responded to the survey, 127 said they used co-op advertising in at least one of the years 1958-'60. The median ad and promotion budget allotted to co-op by these companies was 16% in 1958 and 1959, and 15% last year.

Almost half of those using co-op said they increased their expenditures last year over 1959; 26 of them decreased co-op expenditures in '60, and 36 remained about the same.

■ Newspapers are by far the most popular co-op medium, the ANA survey showed. The average company using newspapers on a co-op basis spent 90% of its co-op dollars in that medium in 1960. Radio was second with 13%; tv, outdoor and direct mail tied for third with 5%.

The ANA respondents were also asked which medium expenditure was easiest and most difficult to control. Newspapers were named easiest by 82 of the companies; 38 said radio was the most difficult to control.

■ Trends over the past several years indicate a growing acceptance of cooperative advertising as a "normal marketing technique," according to Edward C. Crimmins, director of planning and sales of

(Continued on Page 98)

FTC to Probe Department Store Co-op Dealings

WASHINGTON, Feb. 16—The Federal Trade Commission was preparing this week for a sweeping investigate-by-mail probe of cooperative ad allowances in the department store business.

Questionnaires will be sent to about 210 stores, and to an undisclosed number of resident buyers. They will be instructed to provide the commission with a full list of all the advertising allowances they have solicited for anniversary sales, back-to-school sales, fashion magazines and special catalogs published by the stores themselves.

The department store probe resembles an earlier FTC sweep through the chain supermarket business. In the earlier test last year FTC obtained co-op allowance data from 210 food chains.

■ While the commission has given a green light for the department store study, the mailing date for the questionnaires has not yet been determined. Among the un-

(Continued on Page 98)

Loevinger Record Bodes Aggressive Anti-Trust Policy

WASHINGTON, Feb. 17—Lee Loevinger, Minnesota supreme court justice, picked yesterday by President Kennedy as assistant Attorney General in charge of the anti-trust division, is known here as an advocate of tough anti-trust enforcement.

In Minneapolis, he was long a partner in a law firm with Orville Freeman, who became governor, and more recently Secretary of Agriculture. Justice Loevinger, 47, was appointed to the state high court by Gov. Freeman last April.

Although he has been practicing in Minneapolis since 1947, the new anti-trust chief is no stranger here. He served prewar and postwar hitches in the anti-trust division after completing his law training at the University of Minnesota in 1936.

■ There was an element of irony in the fact that the President yesterday also appointed Ramsey Clark, 33-year-old son of Supreme Court Justice Tom Clark, to be as-

(Continued on Page 89)

Ads Okay for Non-Prescription Wares, Upjohn's Deal Urges Drug Makers

Ad Manager Tells Group of Upjohn's Ad Policy Statement

CHICAGO, Feb. 14—The Upjohn Co., Kalamazoo, Mich., went on record today in favor of direct advertising to consumers by ethical drug companies.

John L. Deal, advertising manager of Upjohn, told a marketing conference of the Pharmaceutical Manufacturers Assn. that it would be worth while "from an economic and health standpoint" for ethical drug makers to promote more widely the non-prescription products in their lines.

Mr. Deal pointed out that such promotion would also be beneficial in improving the public image of the ethical drug manufacturer.

The question of what to do about over-the-counter (OTC) products—drugs which can be bought without a prescription but which are rarely if ever advertised to the consumer—has long plagued the ethical drug industry. A trend has been developing in favor of consumer advertising.

■ Upjohn, one of the industry's top three, has up to now resisted the trend, but it recently moved tentatively in this direction by appointing McCann-Marschalk Co. to explore the possibility of consumer advertising for the company's Unicap vitamins (AA, Jan. 2). The company has conceded that its vitamin sales have fallen off sharply, with the business going to advertised brands.

The full-line ethical drug houses make a wide variety of products that can be had without a prescription. As Mr. Deal noted today, "Our firms produce products of extremely high quality and efficacy, which lack both widespread identity and beneficial use."

The ethical drug companies have been queasy about entering this field for fear physicians would resent such advertising. Mr. Deal had answer to this objection today.

■ "It is an old adage," he said, "that one of the best forms of corporate advertising is a product that works. The ethics of our advertising to the physician, when transferred to this channel, do not undermine the confidence of the physician in the manufacturer, *providing* the area of use of the product does not mask more seri-

(Continued on Page 12)

Last Minute News Flashes

Nalley's Moves to Compton from Pacific National

TACOMA, Feb. 17—Nalley's has named Compton Advertising, San Francisco, to handle all of its advertising, effective July 1. Some detail work on the food specialties account, billing under $1,000,000, will start earlier. Pacific National Advertising Agency, Seattle, has had the account for many years. Compton has been handling IXL Food Co., San Leandro, Cal., which Nalley's acquired last October.

Int'l Silver Sifts Agencies; Y&R May Keep Account

MERIDEN, CONN., Feb. 17—International Silver Co. is interviewing a few invited agencies with the possibility of moving its consumer advertising out of Young & Rubicam. The company has been a Y&R client since 1926. Y&R will continue to handle the company's advertising until the end of 1961, and may well retain the account. Last October International appointed Wilson, Haight & Welch, Hartford, to handle its trade and business advertising, formerly handled by Y&R.

Electric Autolite Plans TV, Print Ads for 1961

TOLEDO, Feb. 17—Electric Autolite Co.'s 1961 advertising program will include a tv series beginning next fall, and a heavy magazine schedule. Autolite will co-sponsor "The Racer," a weekly half-hour series with an auto racing theme. Station distribution plans have not been completed. Separate print campaigns are planned for Autolite's five divisions. This is the first campaign planned by Batten, Barton, Durstine & Osborn, Detroit, which succeeded Grant Advertising Jan. 1.

(Additional News Flashes on Page 89)

'61-'62 Net TV Outlook . . .

Autumn to Bring More Movies, Fewer Specials

Individual Nets' Views Vary; So Do Readings of Nielsen Ratings

By Maurine Christopher

NEW YORK, Feb. 16—The New Frontier philosophy hasn't caught up with television yet.

Early signs of network program thinking for the 1961-'62 season show tv moving steadily and purposefully toward an old frontier. The direction geographically: To Hollywood, of course. The direction in time: Backward to the hoary broadcast theory that there's nothing more powerful and desirable than a viewing habit ingrained by week-after-week regularity.

Significant harbingers of the state of mind of the network program planners come from two separate directions. At Columbia Broadcasting System it was the decision to interrupt the well-grooved weekly schedule for special programs only on a "very limited basis" (AA, Feb. 13). At National Broadcasting Co. it was the move to turn Saturday night—the apex of ambitious, creative programming in the Pat Weaver years at that network—into movie re-run time.

■ CBS has carried about 38 entertainment specials during the current season, and because it was a Presidential campaign year, there were a great many news, public affairs and political specials. Now there are some public affairs programs aired on a fixed weekly nighttime basis.

This network has never been as thoroughly sold on the irregularly scheduled, surprise-packed, super-show concept as NBC—maybe partly because the whole idea was dreamed up by former NBC boss Pat Weaver. "Spectacular," the Weaver word for this kind of major tv event, has given way to the less flamboyant term, "special," but the concept remains the same. The incumbent president of CBS-TV, James T. Aubrey Jr., who is moving to meet the competitive sales and rating challenge on a variety of fronts, is described as an "anti-special man."

Before the decision to soft-pedal specs was made, some selected cases from the past history of this type of programming were analyzed by CBS researchers to de-

(Continued on Page 90)

Murray Blasts Copywriters Who Fight Restrictions

DETROIT, Feb. 15—Too many copywriters are more creative at explaining why they are not creative than they are at being creative, and can come up with more alibis than they do with good ads, Thomas D. Murray, copy director of Campbell-Ewald Co., charged today in a talk at the Detroit Copy Club.

Mr. Murray went right to the point of the title of his talk, "How to Write a Better Ad Than You Think You Can," by removing some of the defensive shrouds that retard writers.

"Stop thinking up reasons why you can't write a good ad," he said. "Stop picking on rules and regulations and reasonable approach. There have always been people who have fulfilled supposedly restrictive assignments creatively, and they have been around much longer than advertising."

■ Mr. Murray showed his listeners a picture of the ceiling of the Sistine Chapel, where the client was Pope Julius II.

"This one called for Michelangelo to lie on his back for four years some 40' in the air, doing a four-color bleed on a chapel ceiling. If he wanted to paint Roman orgies, that was just too bad, because the Pope had ordered a religious picture. If he had resisted the assignment because he considered himself a sculptor first, with painting as his second-best occupation, that also was just too bad.

"He eventually accepted the as-

(Continued on Page 12)

Morgan Frost

EYEFUL—*A. Edward Morgan, president of Poor Richard Club and exec vp of Richard A. Foley Advertising Agency, shows Donald S. Frost, vp of Bristol-Myers Co. and guest speaker, one of the boards that publicized Ad Week in Philadelphia. (Extended coverage of Ad Week activities begins on Page 52.)*

Nielsen Tax Suit Raises Issue of Overseas Expenses

WASHINGTON, Feb. 15—It's more than two years since A. C. Nielsen Co. was faced with the loss of the tv audience measurement service in England, but U.S. tax court files showed that the memories linger on.

The government contends that the Nielsen organization underpaid its 1957-1958 income taxes by $94,683. Nielsen replied last week that the business deductions questioned by the Internal Revenue Service were legitimate because most of them were incurred in connection with various company policy matters, including the unusual problems created by competitive conditions affecting the television department of the British subsidiary.

In mid-1959, Nielsen merged its audience research activities with its British competitor, Television Audience Measurement (AA, July 13, '59). The move did not affect Nielsen's Retail Index Services, which comprised about 90% of the British subsidiary at that time.

Most of the items involved in

(Continued on Page 89)

FTC May Move Soon on Rival Advertising Claims for Analgesics

WASHINGTON, Feb. 16—The Federal Trade Commission was nearing a decision this week on its long investigation of tv commercials which claim that one analgesic acts faster than another.

The commission's staff reportedly wants to issue complaints against some major tv advertisers, but the proposal has been temporarily delayed pending further review of the evidence by the commission.

Under FTC procedure, investigating reports go to the commission for review. If the commission thinks a prima facie case exists, it authorizes a complaint.

The probe of analgesics commercials has been under way for more than a year. The basic theory of the staff contention reportedly is that if more than one claims to be "fastest," they can't all be telling the truth. Most of the delay in working up the staff report occurred while research was under way to determine if there is any significant difference in the acting time of the products involved in the probe. #

'Backyard Snob' Appeal

Crab Grass Killer Is Dow's 'Wedge' in Garden Market

Chemical Marketer Reverses Previous Ways; Locates Market First

NEW YORK, Feb. 14—Spring is sprung, the grass is riz. But not if Dow Chemical Co., Midland, Mich., can help it.

Beginning the week of March 18 (roughly about the time the first thaw sets in), Dow will kick off a $500,000 ad and promotion campaign to stamp out crab grass in 14 northeastern states.

The new product—to be marketed simply as Dow crab grass killer—marks Dow's fourth excursion into the consumer products field (AA, Feb. 13). It is the forerunner of a wide list of new consumer lines that will be introduced in the next year by Dow's lawn and garden products division.

Dow's three earlier entries were Dowgard anti-freeze and Saran Wrap (both handled by MacManus, John & Adams, which will also handle the crab grass killer) and Handi-Wrap, assigned to Norman, Craig & Kummel.

■ Dow officials make no bones about the new trend in the company's marketing. "These days, wherever we have a natural opening in the consumer market, we will move right into it," one company official said.

The crab grass killer also marks a significant switch in strategy from an item like Dowgard. Last year Dow invested several million dollars in developing the product and then trying to create a market for it.

However, according to Jack H. Prine, manager of the lawn and garden products division, the new item is the result of a reverse process. "First we found the market, then we developed the product for it," he said.

He said that Dow's entry into the field was not so much a case of wanting to move chemicals, but of realizing that "this is the place to go."

■ In a frank appraisal of the thinking behind the new product

(Continued on Page 97)

R.O.P. Color Use Climbed 15.9% in '60, Hoe Reports

NEW YORK, Feb. 14—Newspaper r.o.p. color advertising in December, 1960, totaled 15,968,303 lines, an 8.2% gain over color linage in December, '59, according to a report issued today by R. Hoe & Co.

Color linage for the year totaled 177,548,837 lines, a 15.9% gain over linage in 1959. Hoe said a special report on 1960 r.o.p. linage is currently in preparation and will be released later.

Leading general classifications for December were liquors, 1,733,797 lines; cigarets, 1,004,598 lines; meats and fish, 646,995 lines; dairy products, 513,627 lines; and soft drinks, 392,890 lines.

Biggest users of newspaper color in December were Winston cigarets, 727,736 lines; Seagram's 7 Crown, 322,998 lines; Armour meat products, 224,083 lines; Chase & Sanborn instant coffee, 215,050 lines; and Calvert Reserve, 192,006 lines.

The Hoe report is based on a Media Records check of 400 newspapers in 140 cities. #

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Audit Special Interest Books, Sawyer Tells BPA

NEW YORK, Feb. 16—Howard G. Sawyer, retiring after five years as chairman of the board of Business Publications Audit of Circulation, urged in his "swan song" that BPA open its doors to non-business publications.

He told the 29th annual meeting that BPA should take on the auditing of any publications serving readers with special interests. The field of their interest, he added, could be audited in the same way as recipients of business publications are qualified.

His reason: Advertising buyers are not being served when neither BPA nor Audit Bureau of Circulations will accept certain publications distributed free to special-interest groups whose special interests make them attractive to certain advertisers—"ABC because they are free; BPA because they are not business publications."

■ He said that right now several publications were knocking on BPA's door for admission. Under the present rules they cannot be admitted, even though they do "the kind of housekeeping that would permit a thoroughgoing audit."

While ABC was not likely to change its mind, BPA could, Mr. Sawyer said. This change could be done without any great reversal of sentiment or revolution in the way it operated. He saw the only obstacle to be the reluctance of business publishers to welcome consumer magazines.

"The advantage of being exclusively business is minor, compared with qualification of circulation," he said.

■ In a panel discussion, Arthur.
(Continued on Page 91)

Anderson Graham Smith

TIME FOR LUNCHEON—*Ruby Anderson, WGN's Virginia Gale, president of the Chicago chapter, American Women in Radio & Television, and Betty Stuart Smith, Time on Tap in Chicago, coordinator of the AWRT's annual broadcasting conference, chat with Virginia Graham, tv and radio performer, speaker at the conference luncheon.*

Controversial TV Programs Sell for Bell & Howell: Peterson

CHICAGO, Feb. 14—Why a company has invested virtually all of its advertising budget in controversial public service tv programs was elucidated for members of the broadcasting industry Saturday.

Speaking at the fourth annual "Closed Circuit" conference sponsored by the Chicago chapter, American Women in Radio & Television, Peter G. Peterson, exec vp of Bell & Howell Co., told the group that when Bell & Howell first decided to risk controversial tv programming, he expected most of the controversy to involve the listening audience. But, what "little controversy or perhaps probing, has come largely from other business men, admen and journalists," he said.

Mr. Peterson said even some of the company's best friends wonder if its tv decisions represent a good way to run a business.

Bell & Howell for the past two years has sponsored public service programs on such subjects as integration, birth control, Communism in Latin America and featherbedding.

■ Mr. Peterson said that the company has received a number of letters from some upset viewers and groups that can be termed, at the very least, "interesting." For example, the Klu Klux Klan wrote saying that they shall refuse to buy Bell & Howell products and
(Continued on Page 97)

Ford of Canada May Add 4th Agency

TORONTO, Feb. 16—Ford Motor Co. of Canada, which currently uses three advertising agencies for its estimated $6,000,000 account, soon may have a fourth.

The company, according to an official, is planning a "new pr program which may or may not include advertising."

On the assumption that it will include advertising, Ford executives have been holding talks with a number of agencies, U.S. and Canadian, as well as with their present shops—Cockfield, Brown & Co., J. Walter Thompson and Vickers & Benson.

Ford's use of agencies has been in direct contrast to that of General Motors, which has only MacLaren Advertising to handle its estimated $12,000,000 account.

However, there have been persistent but unconfirmed reports that General Motors also has been considering the use of more than one agency.

■ Studebaker-Packard of Canada is another auto company which has been eyeing its advertising program. The company, which uses Tandy-Richards for its estimated $400,000 account, has been negotiating with about four agencies. =

Shoop Retires from 'H&G'

Arnold C. Shoop has retired as publisher of *House & Garden*, New York. Conde Nast Publications said the post of publisher will remain vacant.

'Scottsdale Progress' Is Daily

Scottsdale Publishing, Scottsdale, Ariz., has converted the *Scottsdale Progress* from a weekly to a daily newspaper.

Bentley Lighter Names EWRR; Sets Three-Media Push

NEW YORK, Feb. 15—Bentley Lighter Corp., which is marketing the old Schick butane lighter under the Bentley name at less than half the original price, has named Erwin Wasey, Ruthrauff & Ryan to handle advertising, sales promotion and public relations-publicity.

Paul G. Garrity, onetime vp in charge of sales for Schick, today said a trade campaign has already started with some insertions placed directly by Bentley, prior to the EWRR appointment.

Advertising plans call for a heavy trade campaign, local cooperative advertising, spot television in several key markets and possibly some national print advertising, Mr. Garrity said.

■ Last October, Bentley announced the appointment of Phillip M. Bottfeld Inc. to handle its account, but apparently little advertising activity has taken place since.

Mr. Garrity was vp of marketing at Landers, Frary & Clark before resigning to set up Bentley. Schick Inc. dropped the butane lighter business after it was acquired by Revlon Inc. and Mr. Garrity subsequently purchased Schick's butane facilities and product (AA, Oct 31).

The Schick butane retailed between $12.50 and $25. The Bentley butane, described as exactly the same lighter, sells for $4.95 to $8.95. The only other major butane pocket lighter, made by Ronson, sells between $14.95 and $19.95, Mr. Garrity pointed out, adding that he hopes to crack the mass market with the Bentley.

■ He did not say how much of a profit, if any, he will make on the $4.95 Bentley, but he was hopeful of cashing in ultimately on the lucrative butane refill market. A Bentley refill sells for 75¢ and will last the pack-a-day smoker three to four months, according to Mr. Garrity. =

Schick Appoints Armstrong-Warden for British Debut

LONDON, Feb. 14—Eversharp-Schick is entering the British market with injector razors and blades.

Eversharp-Schick has appointed Armstrong-Warden, to handle its advertising in the British Isles. Eric N. Burleton, joint managing director of Armstrong-Warden, said advertising and marketing plans involving press and tv are well advanced for the British launching of Eversharp products. =

'Seattle Times' Introduces New Discount Plans

The *Seattle Times* has introduced new frequency-volume and bulk discount plans. Discounts range from 4% for a 13 week contract that calls for a minimum of 300 lines a week in each of 10 weeks and reach a maximum of 16% for a 52-week contract calling for 2,520 lines a week in each of 40 weeks. In addition, the advertiser receives a discount of an extra 1%, on top of his discount for contract requirements, on all space used in excess of the contract requirement.

Bulk discounts range from 2% on a 13-week contract that calls for a total 3,000 lines, up to 10% on a 52-week contract that calls for 100,800 lines.

Wescott Gets New Post

Curtis-AllBrite Lighting, Chicago, has appointed Irvin Wescott director of marketing. He will continue as national advertising manager.

U.S. May Try Ad Tax; Be Vigilant, Rep. Wilson Warns

Know Your Legislators, Ex-Adman in House Tells Rocky Mountain 4A's

DENVER, Feb. 14—Well-planned and well-directed lobbying on the local level by admen and their organizations was recommended last week as a potentially effective weapon against the potentially growing influence in Washington of anti-advertising forces.

Rep. Robert Wilson (R., Cal.), a partner (now inactive) in Champ, Wilson & Slocum, San Diego agency, presented the danger of a tax on advertising as a real threat, speaking at the sixth annual spring seminar of the Rocky Mountain Council of the American Assn. of Advertising Agencies.

Rep. Wilson described the situation as a possible "battle for the survival of advertising" and drew unmistakable battle lines between men in advertising and government advisers who believe ads unnecessary or even harmful frills.

■ As villains in the anti-advertising movement, Rep. Wilson singled out "our old friends, John Kenneth Galbraith and Arthur Schlesinger Jr., late of Harvard, present address, the White House, Washington, D.C."

Insisting that his was a non-
(Continued on Page 10)

Boosters Predict $1 Billion Sales for Mother's Day

NEW YORK, Feb. 15—"A bonanza for retailers," Mother's Day this year is expected to break all previous records as a business-boosting occasion. Over $1 billion will be spent for gifts, the National Committee on the Observance of Mother's Day predicts.

The committee referred to the day as "Christmas in May" for retailers, saying it surpasses Easter as a gift-buying occasion. It has selected the slogan, "For the World's Best Mom," for the 1961 promotion.

■ Because this year Easter falls on April 2, retailers will have an interval of six weeks before Mother's Day, according to the committee, because the longer selling period will enable retailers to surpass last year's Mother's Day volume.

The committee says retailers will have a chance to increase sales of higher-priced, full-markup items because customers are willing to give mother the "best."

EMOTIONAL—*This poster for 1961 Mother's Day is expected to boost sales to an alltime high.*

Ehrhardt Hilker Mintz

NOSTALGIC—*Frank Hilker, Studebaker-Packard dealer, and two employes don Roaring '20s attire to provide the mood for presenting new Larks and Hawks with rumble seats, converted by Hilker's mechanics. Jessie Ehrhardt and George Mintz exchange greetings.*

Rumble Seat Gets New Lease on Life from Enterprising Studebaker Dealer

CHICAGO HEIGHTS, ILL., Feb. 16—A Studebaker-Packard dealer in this suburban Chicago area has combined the yearning for yesteryear with some mechanical know-how to hypo sales.

Frank Hilker, head of the Frank Hilker & Co. dealership, is converting regular S-P Larks and Hawks into cars with rumble seats, an auto feature which disappeared in the 1930s.

Mr. Hilker introduced his cars to the public last week, complete with a Roaring '20s Revue—produced and staged by the dealership staff—in his showroom. "The response was "enthusiastic," he said, with six orders for rumble-seated S-P cars taken, and many other prospective buyers.

The dealer also put on his show for S-P executives, and said that rumble seat and the revue were "well received." The seat opens up from the trunk space, and when closed does not change the S-P styling, Mr. Hilker pointed out.

■ Mr. Hilker has not designed any advertising program to promote his rumble seat models—so far the publicity is bringing in the nostalgic customers. The converted autos can be delivered in ten days, for about $365 over the regular price. =

Liller, Neal Buys McCarthy Agency

ATLANTA, Feb. 15—Liller, Neal, Battle & Lindsey, which last year billed about $6,750,000, has acquired R. E. McCarthy & Associates, a Tampa agency billing about $750,000. The purchase price was not announced.

The deal, which becomes effective March 1, will see the retirement of Mr. McCarthy and the appointment of Greer L. Watts as general manager of what will be known as the R. E. McCarthy & Associates division of Liller, Neal. Mr. McCarthy, whose retirement is prompted by ill health, will serve the Tampa office as a consultant. Mr. Watts had been a senior account executive with Liller, Neal for 14 years, then he moved to the Henderson Advertising Agency, Greenville, S.C.

■ LNB&L said the McCarthy staff of 14 persons will be retained. Liller, Neal, founded in 1940, has a staff of 80. The agency, which has offices here and in Richmond and New York, lists nearly 50 clients. These include Piedmont Airlines, Armour Agricultural Chemical Co., Carling Brewing Corp. (southern division), Colonial Stores and Life Insurance Co. of Georgia.

McCarthy clients include the Florida division of Borden Co., General Telephone of Florida, Florida Citrus Canners Cooperative, *Tampa Tribune* and *Tampa Times* and WFLA and WFLA-TV.

Shoaf Gets Fox Karts

Fox Go-Boy Carts Inc., Janesville, Wis., has appointed Shoaf Advertising Agency, Dixon, Ill., to handle advertising for its Fox karts.

Ohio Injector Names Agency

Ohio Injector Co., Wadsworth, O., has appointed Penn & Hamaker, Cleveland, to handle advertising for its line of industrial valves.

America Fore Ads Omit Sell, 'Reaffirm National Purpose'

NEW YORK, Feb. 14—America Fore Loyalty Insurance Group has launched a $1,500,000 ad campaign intended as a "reaffirmation of faith in our national purpose."

Planned as a series of nine color pages, each headlined "Our destiny is in our own hands," the campaign is confined to five magazines: *Fortune*, *Life*, *National Geographic*, *Reader's Digest* and *The Saturday Evening Post*.

Each ad will run in the full list of magazines. The campaign kicked off in the third week of January, and the next "run" will be in March.

■ J. Victor Herd, chairman of the America Fore Group, which consists of Continental Insurance Co. and 11 subsidiaries, said: "There is no sales message here as far as our insurance group is concerned."

NATIONAL PURPOSE—*Next in America Fore Loyalty Group's 1961 ad campaign will be this one, showing a protest to the British back in 1769-'70.*

He said that the ads sell an intangible product, rather than insurance: "The product we are selling is the need for strength of purpose in each individual and confidence in our country's destiny in a troubled world."

■ Each ad focuses on a "meaningful event" in the American Revolution; the March ad will feature a painting by F. C. Yohn depicting a protest by Boston youths to Gen. Gage against harassment by his British troops. Copy states in part: "Only the muteness of indifference and ignorance can open the floodgates of oppression against us."

Edward C. Denaple, exec vp of the America Fore agency, Prince & Co., New York and Detroit, said that the series serves "a very high purpose.

"It reflects the top brass of this group," he said. The idea of basing the current campaign on the historical incidents was partly the idea of the America Fore management. "It was a 50-50 idea. They had this collection of famous paintings, and they often felt they should use it in their advertising. We developed the idea for them."

■ Each ad carries a reproduction of the painting, accompanied by a blown-up portion of it. "We have tried to emphasize the common man by lifting a part," Mr. Denaple said.

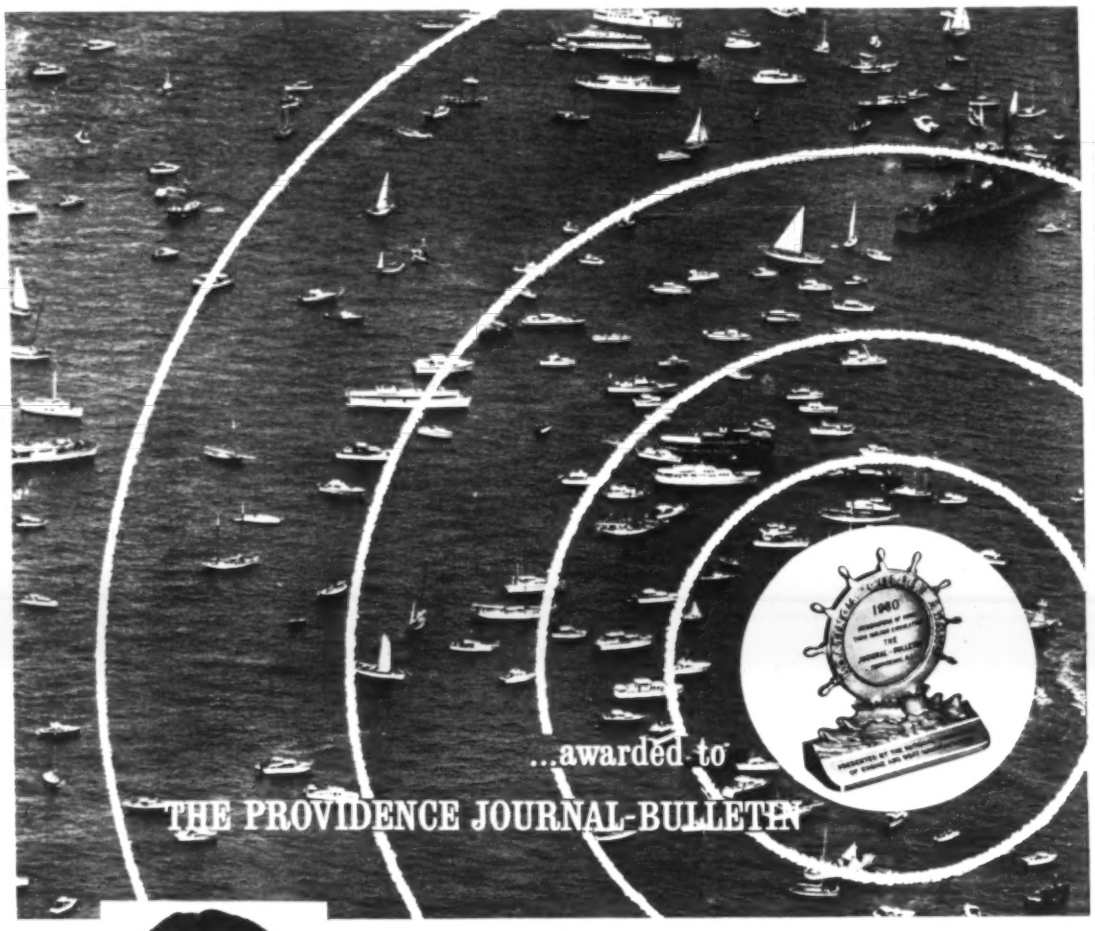
In addition, the ads carry some high-sounding quotations from people such as Josiah Gilbert Holland, Longfellow and (in the March ad) William Allen White.

The company is also "merchandising" the series in an unusual way. Reproductions are being mailed to President Kennedy, senators, congressmen, the governor of every state and the mayor of every city with a population of 10,000 and more. The mailings will not end there: 50,000 agents throughout the U. S. will get four-color brochures as sales aids.

So far, the scenes depicted have been George Washington's landing in New York for his first inauguration, and his meeting with his first cabinet. Later ads will show the Constitution ("Old Ironsides") shelling the shores of Tripoli, the Alamo, and Sgt. Jasper planting the flag.

■ The campaign will run through November; the three months to be omitted are July, August and December.

Mr. Denaple said that the company might continue the series beyond the year, depending on the response. America Fore has 25 to 30 suitable paintings in its collection, so there will be no lack of ad material. ≡



WE feel that Boating's Golden Award for 1960 is as much a tribute to the Narragansett Bay area as it is to The Providence Journal-Bulletin. We have always felt that our bay is one of the finest water playgrounds and natural water resources in the world. Yachting, motorboating, fishing, swimming are part of every Rhode Islander's life, almost from infancy.

The Journal-Bulletin's efforts to improve water quality, expand sport facilities, increase seafood population and encourage commercial shipping and fishing will continue. We are gratified that the National Association of Engine and Boat Manufacturers has recognized our efforts to serve the interests of our southern New England readers and advertisers.

John C. A. Watkins

Publisher, The Providence Journal-Bulletin

PROVIDENCE

JOURNAL-BULLETIN

ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

In the Top 20 in Total Retail Sales

Stands Out in Furniture, Household and Radio Sales

Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells a lot of furniture, household goods and radios—trails just behind such primary markets as Knoxville and Little Rock. 22% gain 1959 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT This Week ?

In today's savagely competitive market, THIS WEEK delivers the impact where you need it most week after week—in 13,500,000 American homes—in 43 "make-or-break" markets where 73% of all retail sales are made!

February 19, 1961
This Week
MAGAZINE
43 GREAT NEWSPAPERS
Exclusive report from Holland! Solving mysteries with mental telepathy
Milton Berle tells jokes that made Presidents laugh
A tantalizing psychological quiz: Take the Happy-Marriage test

Check these top advertisers who are using it this week!

TWO-PAGE SPREAD
Minute Rice—Heinz Soups Promotion

¾ PAGE
Birds Eye Frozen Strawberries
Columbia Record Club
Jell-O—Borden Cheesecake Promotion
Karo
Libby's Tomato Juice
Lipton Soup Mixes
New York Life Insurance Company
Pillsbury's New 5-Minute Refrigerated Doughnuts
Tang

SEVEN-TENTHS OF A PAGE
General Mills, Inc.—
Betty Crocker Scalloped Potatoes
Betty Crocker Au Gratin Potatoes

THREE-FIFTHS OF A PAGE
Helene Curtis Enden Shampoo for dry hair
Minnesota Mining & Mfg. Co.—
"Scotch" Brand Cellophane Tape
Penick & Ford—
My-T-Fine Pudding & Pie Filling (contest)

HALF-PAGE
Bayer Aspirin
E. R. Squibb & Sons—
Vigran Multi-Vitamin Capsules
Reynolds Wrap
Swift & Company—
Swift's Premium Bacon

OTHER
Deft Wood Finish by Desmond Brothers
Doan's Pills
Dr. Scholl's Zino Pads
Durkee's Instant Minced Onion
Fidelity Capital Fund—
A Mutual Fund
Geritol
Kenton's Brownatone
Lewis-Howe Co.—
Nature's Remedy
Max Factor & Co.—*Erace*
Midland Pharmaceutical Co.—
Snug Denture Cushions
Miles Products—
Alka-Seltzer
Perma-Grip Dental Plate Powder

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION **13,500,000**

International Harvester Uses Testimonial Ads to Break Farmers' Last-Minute Buying Habit

CHICAGO, Feb. 17—How an age-old buying habit in "one of the most stubborn segments of the consumer market"—last-minute purchasing of equipment by farmers—was broken by a combined effort of marketing, research and advertising men was told at the luncheon meeting of the Chicago chapter of the American Marketing Assn. yesterday by H. Earl Hodgson, president of Aubrey, Finlay, Marley & Hodgson.

It took a "good idea" and an ad campaign including 12 consecutive pages in one magazine, plus pages or spreads in 30 state farm papers and commercials on 125 radio stations to do it, according to the agency.

The "legendary" habit, very costly to manufacturers and dealers, was based on farmers' reluctance to "let the manufacturer use our money a day longer than necessary," according to Mr. Hodgson. Chiefly because of this attitude, he said, "since the beginning of agriculture" farmers have bought their capital goods "at the 11th hour."

The philosophy held until about three years ago, Mr. Hodgson said, when several farm equipment manufacturers came to the conclusion that they could extend their selling season and reap other benefits by convincing the farmers that by buying early they could "make money" instead of "providing capital for the manufacturer."

■ According to Mr. Hodgson, the "sum and substance" of the various plans was that the farmer should be paid—or given the impression that he was being paid—for an early buying decision.

The agency president described the "Early Trader's Bonus," the plan evolved by International Harvester Co.

The program, starting Nov. 1, moves the selling season about five months ahead of the traditional March-April buying, trading and selling rush. This is done by offering the "Early Trader" a bonus. The bonus—6% per annum on the down payment, locally negotiated value of trade-in, or both—reportedly starts when a deal is closed with a cash payment or trade-in. It is figured until a specified date just before the machine's next season of use. The effect, for the farmer, is a sizable check when he signs an order.

"You can see how this gets at the heart of the 'habit.' The customer is getting money instead of giving it. That's a pretty good idea in any marketing concept," Mr. Hodgson said.

■ Advertising the idea, however, was a difficult task, according to him. The plan was not exclusive and not easily expressed in art or "readable copy," according to him.

Deal now to save big money on IH farm machinery
Take a tip from farmers who pocketed 6% interest from IH Early Trader's Bonus to boost their profits!
"My Early Trader's Bonus was as good as a price cut"
"We collected 6% for letting our IH dealer winter our six trade-ins"
"Dealing early earned me $355.00 between seasons"

FIRST TWO OF 12—*These two pages in December Farm Journal were part of a 12-page b&w insertion that launched International Harvester Co.'s successful Early Trader's Bonus campaign.*

The solution, finally found by his agency's "Ag-Vertising" staff, was "so simple that you might wonder why it had not come up before. It was this—why not let farmers talk to farmers and tell the story of their own experiences with Early Traders."

■ Although case histories were "a lot more expensive" and, according to some studies, were not any more effective than straight "company speaking" copy, International Harvester and the agency decided to go ahead with the idea.

Since "Farmers from Kansas speaking to farmers in New York aren't worth the price of a runt-pig," it was necessary to regionalize the testimonials, Mr. Hodgson said.

According to him, *Farm Journal* about this time came through with an idea which lent itself to the evolving plan and became the major medium with 12 b&w pages in its December issue. It was "an economical plan" for buying consecutive pages in a single issue, with provision for regional flexibility in the various editions. As a result, International Harvester's message could now be tailored to regional interests at "reasonable cost," Mr. Hodgson said.

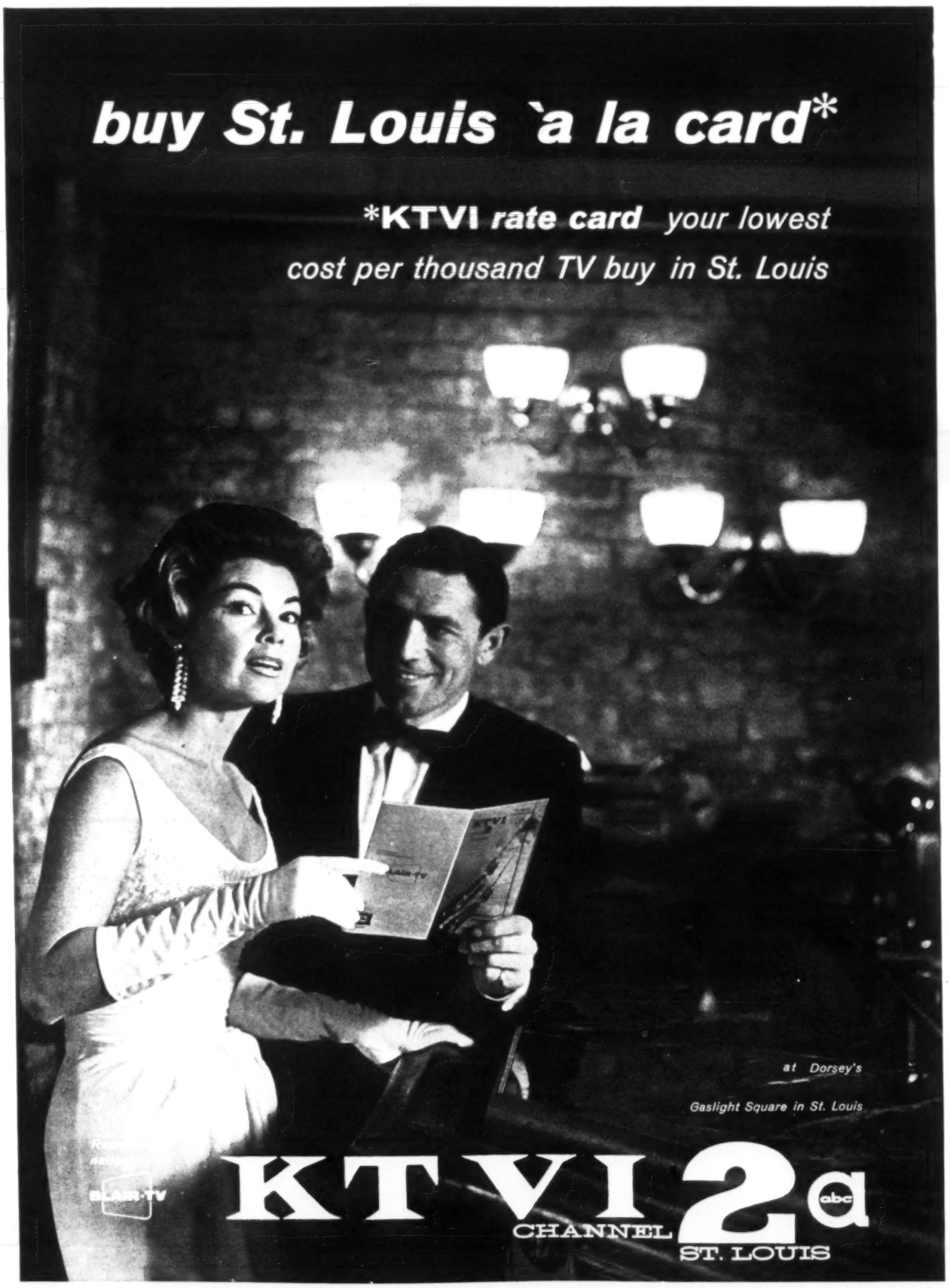
After a copy platform was established and the general format for the ads was determined, a six-man task force took to the field to gather material for the campaign. According to the agency president, the writers traveled 6,500 miles across the U.S. in five days and came through with the facts and pictures (taken by local photographers) for the 12-page kickoff.

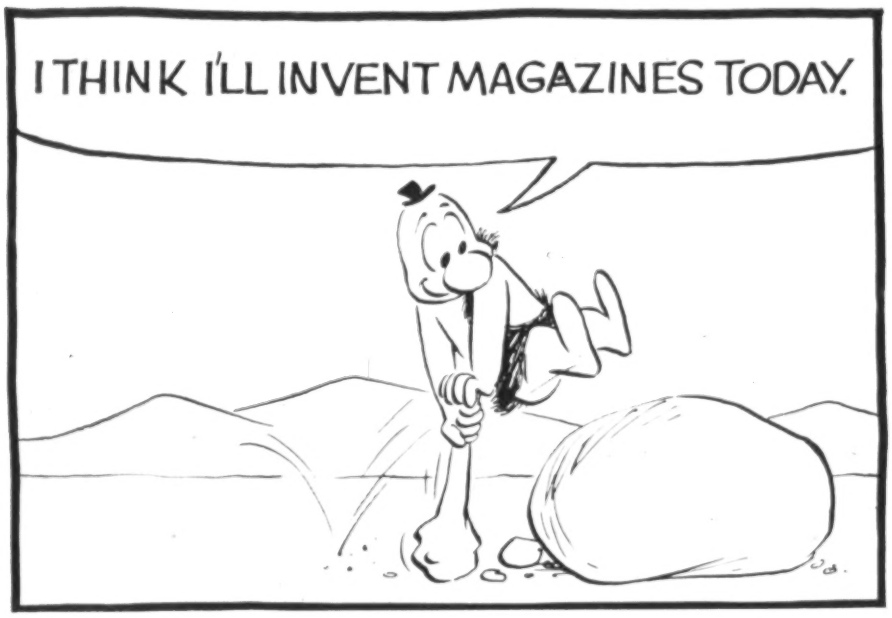
Supporting the *Farm Journal* ads in the launching of the new Early Trader Bonus campaign were b&w spreads and pages in 30 state farm papers, Mr. Hodgson said. The localized case history technique came to the fore here, but, because of mechanical reasons, the farmers' pictures were left out. As a result of this decision, according to Mr. Hodgson, Starch scores of these ads were disappointingly low.

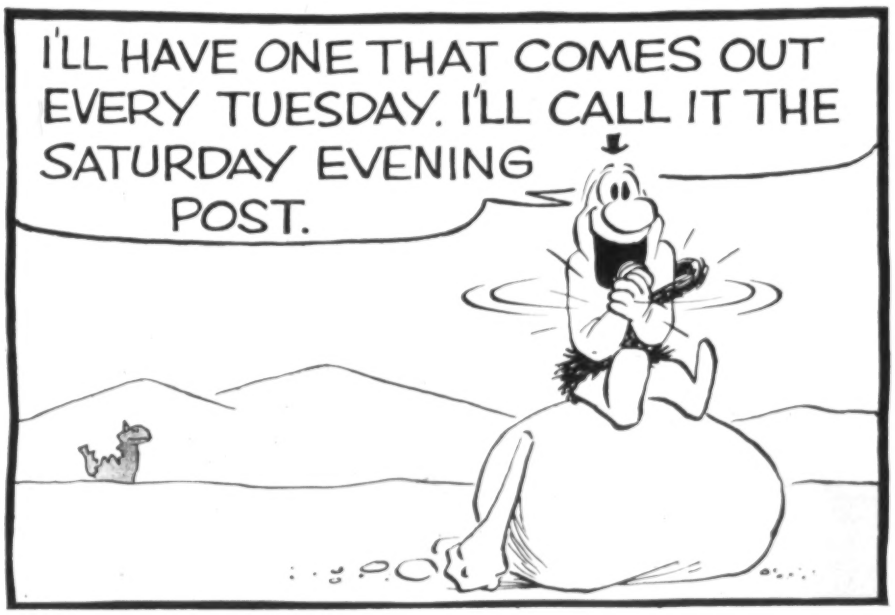
■ In addition to the print campaign, the Early Trader drive was promoted with 19 commercials on 125 stations featuring farm service programs. A direct mailing went to 1,500,000 farmers. Dealers received a package of ad mats, radio spots, posters and display material. Follow-up ads—including 12 pages in the February *Farm Journal*—stressed product advantages.

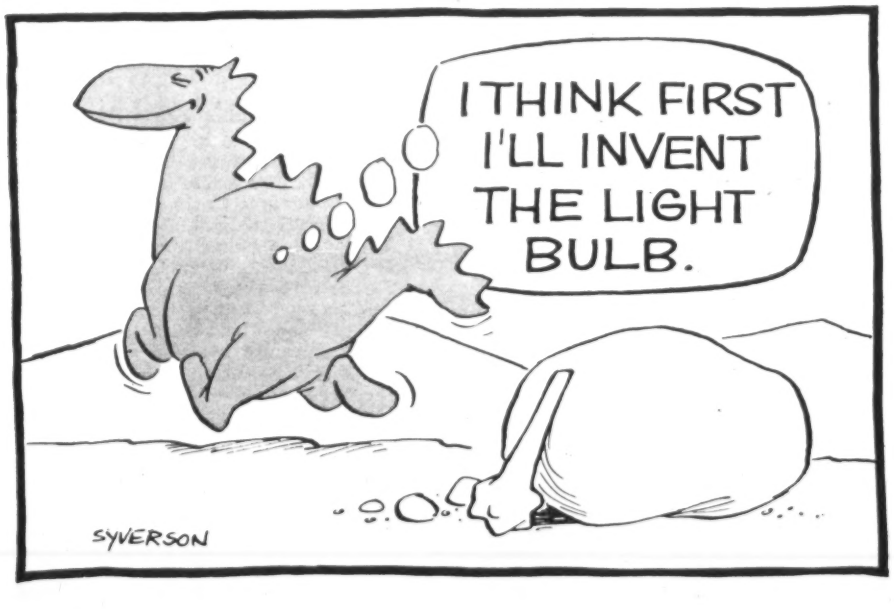
According to Mr. Hodgson, the "habit-breaking" drive was a complete success, whether judged by professional yardsticks or actual sales, which were far better than expected.

In the process, International Harvester's major selling season had become six months instead of six hectic weeks, he said. The achievement was attributed to a "combination of marketing, research and advertising." #









Post readers have money. (The highest median income in the general weekly field.) And Post advertisers get the time to sell them. (Your ad page gets millions of repeat exposures in the Post—300 for every 1,000 readers. And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's willingness to buy your brand.) The result of money plus time is sales! Ask Sylvania. (One ad . . . one time in the Post . . . one million dollars in sales.) Ask Scott. (Biggest sales drive in ScotTowel history.) Ask Chun King. Ask Aluminium Limited. Ask Cluett, Peabody. No question about it. The number-one magazine for reading is your number-one magazine for selling!

A CURTIS MAGAZINE

THE SATURDAY EVENING POST

THE INFLUENTIALS' MAGAZINE

British Agencies Ask More Broadcast Facilities; No, Says Print Union Group

More Competition Among Broadcasters Needed, IPA Tells Pilkington Unit

LONDON, Feb. 14—The Institute of Practitioners in Advertising, in a report to the Pilkington committee, has called for an additional commercial television network and for commercial radio.

The Pilkington committee, under glass manufacturer Sir Harry Pilkington, was appointed by the government to study existing broadcasting facilities and recommend what shape they should take in the future (AA, Dec. 5). The committee has been hearing testimony from interested parties on such things as commercial radio, a third tv channel, color tv and pay tv.

Main points of the report by the IPA, which represents 250 British agencies, which place 85% of tv advertising, are:

• **1.** Tv advertising has proved an extremely effective means of presenting manufacturers' products and services to the public and of stimulating sales of consumer goods.

• **2.** The present monopolistic situation has, however, led to high costs—militating against the small advertiser—and to shortcomings in service, to the disadvantage of all.

• **3.** An additional tv channel in which advertising is permitted is, therefore, regarded by the institute as essential if the public is to be afforded the benefits of competition and a free choice of products.

• **4.** The institute considers that an increase in hours of transmission, which has frequently been requested, would improve the effectiveness of television as an advertising medium.

• **5.** Sponsorship, in the sense that the advertiser controls the program matter, is regarded by the institute as undesirable; a continuation of the present method is recommended.

• **6.** The institute has no views on pay tv except that it should not be allowed to stand in the way of an additional advertising channel.

• **7.** Radio advertising would be a useful additional means of presenting manufacturers' products and services to the public.

■ About the question of the British Broadcasting Corp. operating a commercial channel, the report says:

"The institute does not subscribe to the fears expressed in some quarters that the BBC has shown itself to be unable or unwilling to attract and sustain the majority audience or that it would necessarily be unable to handle advertising matter."

In an elaboration of its first three points, the institute report says:

"Tv advertising, despite understandable difficulties at its inception due to undeveloped creative resources, has proved itself to be one of the best ways of bringing goods before the public. In our opinion, however, it is being hampered in its proper development by the high costs and less-than-high level of service which a monopolistic situation always brings in its wake.

"The institute believes, however, that the interests of the public, as well as those of commerce and advertising, would best be served by increasing the number of efficient advertising media by creating an additional television advertising channel."

The report said there are some television areas in which there are already two program contractors for different days of the week. This, it said, is the basis for the claim that there is already competition between them.

"But the fact remains," said IPA, "that if an advertiser wishes to buy time in a specific area on a specific day of the week (as he frequently does in order to conform to, or lead, sales or buying patterns relating to certain days of the week), he has only one supplier from whom he can buy.

"In areas where only one contractor operates, there is no vestige of competition.

"It is, therefore, essential that if there should be two television channels competing for advertising, they should both operate and compete on each day of the week in all areas."

Regarding color television, IPA said that despite some recent increase in the number of color receivers in use in the U.S., there are still many manufacturing problems to be overcome.

■ The Printing & Kindred Trades Federation, however, took an opposite line in a memorandum to the Pilkington committee. The federation claimed a second commercial television network or the establishment of commercial radio would mean the deaths of more marginal newspapers with relatively small circulations.

With the death of marginal newspapers, it added, hitherto non-marginal newspapers would be at the foot of the circulation table and would be "killed or maimed" in their turn.

Anything which makes it possible for advertisers to put more appropriations into media "other than newspapers," the federation said, is bound to have a substantial effect on the dwindling number of newspapers in Britain.

The federation represents 16 unions covering printing. ≠

DROP IN—*Zenith Radio Corp., Chicago, will introduce its new Converta transistor radio with this b&w page in Life Feb. 24 and in Esquire in March. Foote, Cone & Belding, Chicago, is the agency.*

Shaller-Rubin Adds Two

Cameo Inc., Toledo, has appointed Shaller-Rubin Co., New York, to handle its Smartee nail polish and Cushion Grip denture adhesive. Allen Becker Advertising is the previous agency of record. Shaller-Rubin has also been appointed to handle a new test product in the cosmetic field for Sulray Inc., Tuckahoe, N. Y., manufacturer of cosmetic proprietaries. The new product will be introduced in March.

Hix Opens Denver Office

Robert S. Hix has formed his own regional advertising and sales representative company, Bob Hix Co., with offices at 449 Grape St., Denver. Mr. Hix was formerly manager of KHOW, Denver.

In time for second quarter schedules...

NEW FLEXIBLE RATES

Listed below is the full schedule of bulk and frequency rates for General Advertising announced by the New York World-Telegram.

They are effective Monday, April 3rd and replace the General flat rate which has been in effect. The sliding scale provides progressively lower rates for annual bulk linage contracts. A second and separate plan for smaller advertisers allows reduced rates for multiple insertions within a year.

The new plan means an opportunity, through attractive rates, to present your advertising messages more dominantly and consistently to your best customers in the world's richest market.

World-Telegram General Advertising Rates	Per Agate Line
Open	$1.85
Annual Space Contracts	
1,000 Lines	1.75
2,500 Lines	1.71
5,000 Lines	1.68
10,000 Lines	1.67
20,000 Lines	1.66
30,000 Lines	1.65
50,000 Lines	1.64
75,000 Lines	1.62
100,000 Lines	1.60
Annual Time Contracts	
13 Times	1.75
26 Times	1.71
52 Times	1.68
104 Times	1.67
156 Times	1.66

For information, contact J. A. Caldwell, Manager, General Advertising, or any Scripps-Howard advertising office.

RESPONSE-able New York takes home the

WORLD-TELEGRAM

New-York's ***Quality*** Evening Newspaper

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211

Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco • Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

The Baltimore Sun opens bureau in India

The Sun has now opened a permanent news bureau in New Delhi, the capital of India.

It is the paper's fifth foreign bureau and the fourth to be established in less than six years.

In the belief that a resurgent Germany would play an ever more dominant role in the affairs of Europe and might prove the ultimate key to peace or war between East and West, The Sun began operations from Bonn, the capital of West Germany, in February, 1955. Nothing has occurred in the years between to call that belief into question.

To provide its readers a more comprehensive news report from the capital of the Communist world, The Sun secured from the Soviet Union permission to establish a permanent bureau in Moscow in January, 1956. At that time the paper was one of only four American newspapers accredited to operate on a permanent basis behind the Iron Curtain. Today it is one of three. The editors were then convinced that keeping first-hand contact with what goes on in the Russian capital was on a par in importance with thorough coverage of Washington — where The Sun has maintained a news bureau for over 118 years. They still are.

Sustained tensions in the Near East and North Africa, and the effect these tensions might have on the rest of the Mediterranean region and the entire world, prompted the establishment of a bureau in Rome in July, 1957. Here its personnel would be strategically poised over the explosive area and from here eruption spots could be reached in the shortest possible time. In three and a half years the editors have seen no reason to regret their decision.

At a period when the struggle for men's minds is entering an even more critical phase, when the ideological balance of the Far East appears suspended between the assertions of communistic totalitarianism and the professions of individual freedom, the 390,000,000 people of the sub-continent of India become one of the decisive elements in the second half of the Twentieth Century. So believing, The Sun is undertaking to provide its readers with a first-hand report of that country as the winds of doctrine blow through it.

For that purpose, Philip Potter, war correspondent, long-time staff member of the paper's Washington Bureau, and for years The Sun's principal Far Eastern specialist, has been sent to New Delhi. Although his primary assignment is India and what goes on there, news events will take him from Bangkok to Kabul.

Mr. Potter's experience has peculiarly fitted him for his present assignment. During World War II he served as a war correspondent in the China-India-Burma theater for The Sunpapers. He was present at the signing of the articles of Japanese surrender on the battleship Missouri. He covered the American occupation of Korea and then returned to China to report on the activities of the Marshall mission until June 1946, when he returned home to join the Washington Bureau of The Sun. In 1947 he covered the Civil War in Greece, the Arab-Israeli War in Palestine, the Berlin airlift and served as a correspondent in Turkey, Egypt, the Anglo-Egyptian Sudan and Poland. At the outbreak of the Korean War he returned there as a correspondent, where he was awarded the Korean War Correspondent Citation. In recent years he has made several trips to the Far and Middle East for The Sun.

Forty years ago, when the late Frank R. Kent established The Sun's first foreign bureau in London, the world was wider than it is today. It was wide enough to permit narrow news coverage. A narrowing world requires wide news coverage. The Sun intends to provide it.

Editorial Offices: BALTIMORE • WASHINGTON • LONDON BONN • MOSCOW • ROME • NEW DELHI

National Representatives: Cresmer & Woodward — New York, San Francisco, Los Angeles; Scolaro, Meeker & Scott — Chicago, Detroit

Air Conditioning Advertisers See Hot Sales Year

'60 Rise Was 10%; Sales Should Double in '61, Industry Feels

CHICAGO, Feb. 16—The air conditioning industry expects its biggest year in 1961, according to industry executives at the 15th International Heating & Air Conditioning Exposition here this week.

"Air conditioning is bound to be a growth industry, regardless of what happens to the economy," said Frank J. Nunlist, exec vp of Worthington Corp., Harrison, N. J. "We can assume a 15% to 20% annual rate of growth in central residential air conditioners and package systems, depending upon the rate of home construction."

Russell Gray, president of Carrier Air Conditioning Co., Syracuse, said use of central air conditioning of residences last year was up 10% over 1959, despite the decline in home starts. This was due in part, he said, to the increasing number of speculative builders who found air conditioning an important factor in improving their sales.

■ York division of Borg-Warner Corp. said its air conditioning business should be up about 20% this year "with even a moderately good balance in the economy and normal summer temperatures." Joseph B. Elliott, president of York, said the installed value of commercial and residential air conditioning reached $1.5 billion last year. "If the industry holds the same rate of growth, it should pass the $2 billion mark early in 1962," he added.

W. G. Wepfer, general sales manager of Arkla Air Conditioning Corp., Little Rock, said expanded capacities and design breakthroughs are expected to quadruple the gas industry's air conditioning "market eligibility" during the next year.

■ He said the gas industry can compete for only about 20% of the total central system market now, but expects to be able to compete for 80% of the market in about a year. The industry's 1961 goal is 25,000 units, more than double its 1960 sales. =

Sears Names Lunde to Sales Promotion, Ad Post

Sears, Roebuck & Co., Chicago, has appointed Marvin C. Lunde national retail sales promotion and advertising manager. He previously held this post from 1947 to 1956. During the past five years he has been merchandising and sales promotion manager for the Chicago retail group comprising 24 stores.

Marvin C. Lunde

Mr. Lunde succeeds Andrew R. Schultz, who is being assigned to new Sears responsibilities.

Capper Joins Venard, Rintoul

Guy Capper, who was with Headley-Reed Co. for eight years and with Bolling Co. for a few weeks after Bolling acquired Headley-Reed, has joined the tv sales staff of Venard, Rintoul & McConnell, New York, radio-tv station representative.

Washington Oil Heat Institute Uses Dailies, Outdoor

SEATTLE, Feb. 14—Increased competition from natural gas and electricity in house-heating has brought a new promotion by the Oil Heat Institute of Washington keyed to all-text newspaper ads that cooly compare the three sources of heat.

Under the heading, "Are you getting the most value for your heating dollar?" the initial newspaper ad sets the tone for the comparison by opening up:

"The cost of home heating is a major item in any household budget. The information contained here gives you complete, detailed facts about heating value to help you make up your own mind on the type of heat that is best for you."

The copy then talks about factors such as cleanliness of the three sources of heating energy, and also safety, cost, service, maintenance, and resale value of a house. On cleanliness, copy says that "all three fuels give equal value."

■ On cost, copy talks BTUs and gives the potential heat energy of the three fuels, efficiency rate, and net cost of oil, gas and electricity. This is then translated into dollars per year of savings for oil heat.

Stressing the importance of service, the ad also gently prods fuel oil dealers to do their utmost: "Your local heating oil dealer is an independent business man, who stays in business because he meets competition from other local business men. He answers to no one, except you, about matters of service or cost. Your oil dealer works for you. If he doesn't there is a dealer down the street who will," the copy says.

■ The campaign runs in all dailies in cities around Puget Sound, from Bellingham to Olympia, including Seattle and Tacoma, and in a number of weeklies. It extends also to the Wenatchee-Yakima area. In much of this area, natural gas distribution lines are being extended for the first time, and gas has been making inroads, particularly in new housing projects. In the same area electric rates for residential use are regarded as the lowest in country, and use of electricity for residential heating has been expanding rapidly, though it still has a small part of the market.

Newspaper ads run in five-column and six-column size and are supplemented by outdoor posters, with the current posting tying to the newspaper theme with the statement: "Oil heat adds value to your heating dollar."

Baker & Stimpson is the agency.

Mail Ads Among Sources of P. O. Beefs, Study Finds

NEW YORK, Feb. 14—A national survey by John F. Kraft Inc., public opinion and market research company, showed four of ten Americans have complaints about the Post Office. These included feelings that stamps cost too much, that mail boxes are stuffed with advertising, and that there are too infrequent deliveries.

■ Men had more complaints than women—46% versus 35%. The biggest complaint among the men was "too much advertising mail" (13%); next came high cost of stamps (12%). Among women, poorly placed mailboxes ranked with high cost of stamps (13% each). Then came too much ad mail (9%). =

STARCH TOPPERS—*Atlantic was rated the top outdoor poster in the Starch national outdoor ratings for the four weeks ending Jan. 4, with a copy performance index of 89. Wonder bread was second with 52 and Hamm's beer third with 49. The remaining top raters were Coca-Cola (44); Schaefer beer (44); Standard of Indiana (44); Shell (42); Budweiser beer (38); Schlitz (36); Jack Frost sugar (35); Ford convertible (35); and Ford hard top (35).*

Jersey Standard Keeps Hands Off Shakespeare TV

NEW YORK, Feb. 14—Shakespeare seems to have caught on in New York and Washington.

At least that's the impression of tv stations WTTG, Washington; WNEW, New York; and Standard Oil Co. (New Jersey), which have teamed up to bring a series of the Bard's historical dramas to the tv screen.

In announcing sponsorship of the series, "An Age of Kings," M. J. Rathbone, president of Jersey Standard, said, "I would like to re-emphasize our company's policy of keeping hands off program content, casting and production techniques, in order that these splendid plays may be presented as the far-sighted producer and capable cast of English actors believe they should be."

Response to an on-the-air offer by Standard to supply booklets describing the chronology and genealogy of the seven English monarchs depicted in the series has jumped considerably since the initial program the week of Jan. 8. Standard said it has received about 2,800 requests for the free booklet from the Washington area alone and expects as many requests from the New York area also. =

Grey Boosts Schwed to New Merchandising Post

Warren W. Schwed, formerly vp in charge of publicity-promotion, has been named director of a new merchandising services department of Grey Advertising Agency, New York. The department combines merchandising, sales promotion and publicity.

Colgate's Market Share, Earnings Off

NEW YORK, Feb. 15—George H. Lesch, president of Colgate-Palmolive Co., acknowledged this week that his company has had to increase advertising for Colgate toothpaste to fight the sales gains made by Crest.

Last summer the Procter & Gamble Co. fluoride dentifrice was recognized by the American Dental Assn. as an aid in fighting tooth decay. Since then, Mr. Lesch said, Colgate's share of market has gone from about 31% to 28%, and he thought it might dip still another point before halting its decline. It is still the No. 1 toothpaste.

There was no elaboration on what the increased advertising costs have entailed, but Colgate is known to have increased its commercials devoted to toothpaste and last fall undertook a massive sampling program.

■ This week Colgate issued financial reports showing 1960 earnings down more than $4,000,000 to $21,183,000 and sales down more than $5,000,000 to $576,326,000.

Ralph A. Hart said that he will resign in April as exec vp and director of Colgate and as president of Colgate-Palmolive Co. International. =

'Lawn & Garden Dealer' Out

Williams Press, New York, publisher of *Flower Grower*, has just published the first edition of *Lawn & Garden Dealer Guide*. The 7x10" book has a paid circulation of 12,200, and rates are based on $400 a b&w page. Robert G. Miner is publisher and ad director, and Spencer B. Beach is ad manager.

ARB Moves New York Office

American Research Bureau, New York, has moved to new quarters at 1 Rockefeller Plaza.

U.S. May Try Ad Tax; Be Vigilant, Rep. Wilson Warns

(Continued from Page 3)

partisan appeal—he said he had also spoken out against threats to advertising coming from within the Republican administration—he asserted the New Frontier is still so new that the only thing interested parties can do to prognosticate on its actions is to consider its personnel.

"Watch the national scene carefully for threats against advertising. Don't condemn the New Frontier," he said, "unless it makes a move along the Galbraith-Schlesinger trail. But if it does, and when it does, get into the fight right then and stop it."

Rep. Wilson warned that it is quite possible that anti-ad economists in the administration might seek to solve their high employment and inflation dilemma by taxing advertising.

■ "The administration is committed to a program of social improvement as outlined in recent messages to Congress. The leaders in Congress admit this will cause a deficit. No one wants inflation or deficits, so one obvious way to eliminate deficits is to increase taxes. By now perhaps you are getting the rough outline of the simple economic dream of Galbraith's and the possibility of its coming true.

"Spend the money for public services and prevent inflation by taxing. And what better way to tax than to tax advertising, which would curtail advertising enough to reduce consumer demand? You think that perhaps I am building a strawman? I don't think so. There is no question that the threat exists," Rep. Wilson said.

According to him, whether an ad tax becomes reality depends on two things—on the state of the economy and "on our own readiness as advertising people to mount an offensive against taxation of advertising."

■ Rep. Wilson pointed to the Internal Revenue Service ruling of December, 1959, on certain types of institutional advertising.

"Under a ruling of this type, institutional advertising could very well deteriorate to the point where a company would hesitate to be against anything but sin. For example, anti-inflation ads could be interpreted as being against new social legislation," Rep. Wilson said.

■ Because he believes "that the allowance of ordinary and necessary business expenses, including those involving promotion or defeat of legislation, is fair and equitable for a business concern, particularly when its very life may be dependent on the legislation in question," Rep. Wilson has introduced H. R. 3809 to change the situation. It is one of several bills introduced this year to reverse the IRS ruling, he said.

He instructed admen in the art of lobbying, describing it as something that can be constructive and helpful. It is especially effective, the legislator said, when done on the local level, and when contacts are made with representatives and senators by their own constituents.

Yale Appoints O'Donnell

Yale & Towne Mfg. Co., New York, has appointed Robert M. O'Donnell director of marketing services, a new post. Mr. O'Donnell, who joined the company in 1958, will continue as corporate secretary.

Kraft Foods' Howard Bergdoll says—

"WE KNOW THAT SUNSET WORKS FOR US"

"The West is a different kind of market," says Howard Bergdoll, Vice President and Western Division General Manager of Kraft Foods. Mr. Bergdoll should know. He has been with Kraft since 1928, and has served in most of the major market areas of the country.

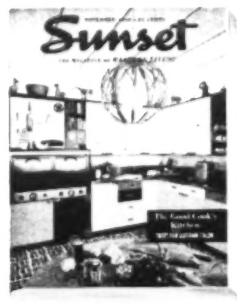
"We use Sunset Magazine because it talks the language of Western consumers, appeals to their own special interests," says Mr. Bergdoll. "We know that Sunset works for us. Last year, for example, we built a major promotion primarily around our Sunset advertising. The result was a substantial increase in sales *during* the promotion and sales well above the pre-promotion level ever since."

Such successes happen because 2,000,000 Westerners—both men and women—depend upon Sunset and its advertisers for ways and means to enjoy the best in Western Living. They're the best customers in the region. They spend 37% more in food stores than the Western average, 55% more than the national average. 31.3% of them spend more than $40 a week for groceries.

And not only in foods! They also spend more for houses, cars, clothes, cameras, insurance, investments, appliances and travel than any comparable group in the region.

Men who sell the West know that Sunset is the magazine of influence among these 2,000,000 selective buyers in the West and Hawaii. It reaches deep into their daily living. It reaches deep into their local interests, with three localized zone editions. Every issue stays around a long time – for that unusual recipe, that suggested trip, that *how-to* article. Your ad in Sunset works repeatedly and often.

As Mr. Bergdoll says, "Through Sunset we reach these important buyers in one convenient package." If you market anywhere in the West or Hawaii, Sunset will work for you, as it does for Kraft Foods and 1429 other advertisers. Try it and see. It's *the* Magazine of Western Living.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Two Agencies Plead Bankruptcy

NEW YORK, Feb. 16—Two agencies this week filed petitions under the bankruptcy act.

William Warren, Jackson & Delaney, 45 W. 45th St., filed voluntary proceeding under Chapter XI of the bankruptcy act, listing tentative liabilities of $85,000 and assets of $14,000. Terms of settlement were not submitted.

Beckert & Bradley, 112 E. 19th St., filed an assignment for the benefit of its creditors. Assets and liabilities are not yet reported.

Frank C. Beckert, former president of Beckert & Bradley, has moved to Byrde, Richard & Pound as copy chief. A specialist in drug, electronic and media accounts, Mr. Beckert said he did not know if any of his former accounts would join him at his new affiliation.

■ The Warren petition was filed by Harry Solow Jr. and William Solow, both individually and as partners. It said they intend to propose a Chapter XI settlement. There are about 45 creditors.

Stevens P. Jackson, tv director and account executive, left the agency Jan. 1, taking his accounts with him, to join Metlis & Lebow as a vp. #

Benton Meant to Praise Harper, He Says in Letter

To the Editor:

Except for one point, I'll take no exception to your front-page story on my talk to the young executives in sales [AA, Feb. 13]. It was a well-written story—I won't even cavil at the "Buffalo Bill" lead.

The one point I want to clarify is that my remark about Marion Harper was meant as a tribute—it seemed obviously so to me, but perhaps not to others. Mr. Harper has had a most remarkable career. He was quoted recently in *Fortune* as saying he would like to get into public service. When I suggested that now is the time for him to do what he wants to do, I was only suggesting that he do what I did exactly 25 years ago.

William Benton,
Encyclopaedia Britannica, New York.

Pan-American Coffee Bureau Sets New Push for Teen Agers

NEW YORK, Feb. 15—Get a mugful of this, boys and girls. The Pan-American Coffee Bureau will kick off a spring campaign next month to establish "a pleasant awareness of coffee among teen age boys and girls."

The new drive, supplementing the bureau's current tv and women's magazine program, is based on the concept that teen agers are essentially conformists and go in for fads. Thus, the theme of the campaign becomes "mugmates."

Ads will show a pair of coffee mugs decorated—one with a boy's face and another with a girl's. Above is the slogan: "I go for coffee, you go for coffee, let's go for coffee together."

A second ad will offer a free do-it-yourself booklet on mug painting.

The schedule calls for color pages in the March issue of *Co-Ed*, *Modern Miss* and *Seventeen*. It also calls for monthly ads in *Seventeen* and *Co-Ed* through June.

Batten, Barton, Durstine & Osborn is the agency. #

Guild Films Files Bankruptcy Petition

NEW YORK, Feb. 15—Guild Films Co., which has suffered a series of financial woes in the past few years, has filed a bankruptcy schedule in southern district court here.

The schedule, filed Feb. 7, showed liabilities of $10,101,047 for the tv distributor-producer, against assets of $277,475. Of the liabilities, some $1,433,370 were in unsecured claims.

Last year Vic Tanny Gymnasiums negotiated a merger with Guild Films, but the deal was never consummated.

Assets listed were mainly office furniture and money due from about 30 stations for tv rental of properties.

Among the principal creditors were Television Industries, $5,053,190; Reynard International, $3,300,000; Reldan Trading Corp., $733,896; Jack London Productions, $348,000; William Morris (talent) agency, $218,717; Consolidated Films Industries, $154,747; Warner Bros. Pictures, $132,969; Hazel Bishop Inc., $120,000; and Screen Actors Guild, $119,000.

■ The sprawling Television Industries, which controlled Hazel Bishop Inc. for a while, is operated by Matthew Fox, pioneer tv film barter operator. Over the years Mr. Fox and his various tv distribution companies have been involved in a number of joint projects with Guild.

Guild Films got off to a fast start in syndication in the early 1950s with one of the big hits of the non-network field, the Liberace show. But the momentum was not maintained, and the company has gone through a series of management and ownership changes.

In March, 1958, John J. Cole took over as president. In February, 1959, two tv producers sued the company for $200,000, charging breach of contract and wrongful conversion in the handling of the Liberace program and "Life with Elizabeth." #

Paul Wooton, 79, Washington Press Veteran, Is Dead

WASHINGTON, Feb. 16—Paul Wooton, 79, one of Washington's most distinguished newsmen and a pioneer among its business paper correspondents, died after a sudden heart attack today. As he had for 40 years, he was covering a story when stricken.

During his entire career here, he was correspondent for the *New Orleans Times-Picayune*. For many years he was also in charge of the McGraw-Hill Washington bureau, and at the time of his death was a member of the board of the Chilton Co.

Mr. Wooton at one time or another held almost every office open to members of the Washington press corps. For many years he was secretary-treasurer of the White House Correspondents Assn., and at the time of his death was handling arrangements for the organization's annual banquet in honor of the President, to be held Feb. 25.

Mr. Wooton founded the Society of Business Magazine Editors as a professional organization for business papers.

The first winner of NBP's Silver Quill, his association with the great, as an ambassador of the press, included presiding over the press reception for Queen Elizabeth in 1951, holding the font of water when President Eisenhower was baptized, and persuading President Coolidge to accept an electrically lighted Christmas tree. #

HUSBAND APPEAL—*Real-Form Girdle Co. will run ads like this in Mademoiselle and on car cards in 20 cities.*

Girdle Is for Mom, but Pop Stars in Ad

NEW YORK, Feb. 14—The women's influence in men's wear is being counterbalanced by the men's influence in women's wear.

Real-Form Girdle Co. will run "husband appeal" ads this spring to sell its Soft-Skin girdles. The ads will be illustrated, not with a picture of a woman wearing a girdle, but with a picture of her husband wearing a smug look as he observes: "My wife and my wallet are both in great shape (thanks to Soft-Skin)."

The half-page ads will run in *Mademoiselle* in March, April and May, and on car cards in 20 cities across the country, starting March 15.

Preiss & Brown Advertising is the agency.

■ The trend towards using men as the main feature in women's fashion ads, not just as background, has been growing in the past year. Two examples are the Prince Matchabelli and Lentheric ads, which do not picture women but show large photographs of men under the influence of perfume. #

Louisiana Shelves 2 Ad Tax Measures

BATON ROUGE, Feb. 16—Two proposals which would make the Louisiana 2% sales tax apply to newspaper advertisements apparently were permanently shelved today by the state legislature.

A bill directing collection of the 2% tax on newspaper ads was apparently doomed to die in the house judiciary committee. Rep. T. T. Fields, chairman of the committee, said he did not plan a hearing after the author, Rep. Elmer Tapper, returned it to the calendar when a hearing was called this morning.

■ Later Rep. Tapper brought up a concurrent resolution directing the state collector of revenue to collect the tax on advertisements. It was amended on the floor to exempt advertisements in weekly newspapers, and Rep. Tapper said this rendered the proposal unconstitutional. He then delayed action on the proposal which was returned to the house calendar. #

Ads Okay for Non-Prescription Wares, Upjohn's Deal Urges Drug Makers

(Continued from Page 1)

ous conditions that require medical attention.

"To the inquiring physician, I submit that no ethical firm would violate that trust and confidence."

Mr. Deal's talk also dealt at length with the tarnished image of the pharmaceutical industry and he read to the conference a "Statement of Principles of Upjohn Advertising," drafted to answer criticisms that physicians now have a low opinion of ethical drug advertising.

The Upjohn policy statement follows:

■ "We believe that even as we set for our products the goal of the highest possible quality, so should we set as a goal for our advertising a commensurate degree of responsibility.

"In accepting this responsibility we are governed by these principles:

"1. We accept the obligation of providing this information honestly, in the full realization that dishonesty by omission is as reprehensible as dishonesty by commission.

"2. We recognize the impracticality of presenting in most advertising forms, all the information necessary for the proper use of the product involved. But, we believe that such data for each product should be provided in comprehensive detail in at least one printed vehicle.

"3. Every effort will be made to create advertising with maximum impact, appeal, clarity, and brevity within the confines of complete honesty and a total quality image as reflected in the tone and taste employed.

"4. If it is necessary to include comparisons of drugs in promotional communications, such comparisons will be used only when they are constructive to the reader and made on a sound professional and factual basis.

"5. While experienced and professional advertising personnel are best qualified to judge the relative merits of specific techniques and appeals utilized in promotional material, the technical accuracy of all claims and assertions contained therein should be verified by medical personnel prior to release.

"6. We recognize the need for honest advertising of certain OTC products to the public, but we will not recommend to the public any product whose misuse involves a reasonably potential danger.

"7. We recognize the responsibility to influence and guide toward these same ends, by precept and example, all personnel engaged in the preparation of our advertising materials." #

Murray Blasts Copywriters Who Fight Restrictions

(Continued from Page 2)

signment totally, and still managed to satisfy his primary interest, because, according to one historian, he modeled the human form in paint. He did it in a way that had never been done before, not prescribed, not a part of the original assignment. He looked for and found ways to put something of himself into what someone else wanted."

■ That was the "beyond the call of duty" it takes in advertising copy and art work, according to Mr. Murray, who jumped right back into the copywriter's problems.

"An advertising agency is a creative communications company, an intermediary between products and millions of people," he said. "Accept that and you accept the product and the people and the problem to be solved. Then you had better begin to think that maybe you can write a better ad, in spite of the fact you are already boxed in before you start.

"Even artists in garrets throw fits—and paint pots. They kick holes in their canvasses and go out and get plastered. Novelists ball up ten times the amount of paper they eventually send to their publishers. There are times when they just can't type fast enough—and days when they just don't have it. Everyone is boxed in.

■ "But the guys who are good don't gripe about being boxed in. They know that no matter how small and restrictive the box seems to be, it's infinitely big, in a way.

"This, I think, is the secret of how to write a better ad than you think you can. If the box seems to be small because you've got to write about manure spreaders, remember that manure spreaders are big deals in Des Moines and Davenport, if not in Detroit. Remember that in that market the customers can get just as much kick out of a cornpicker as you do out of a Corvette."

Mr. Murray doesn't think that any person with an assignment for a copywriter is honestly against letting him do good ads, or gives an assignment that is too restrictive. It's more likely, he said, that the copywriter is too restrictive in his own thinking and in his approach to advertising.

"Be reasonable," he advised. "Accept rules and regulations, not as restrictions but as a part of the game. How do you write a better ad than you think you can? If they tell you you have to talk about the whitening powers of a toothpaste, when everyone else is talking about the same whitening powers of some other toothpaste, why don't you wonder where the yellow went?

■ "The freedom to function as a creative and communicative copywriter is something that is an agency's responsibility to you," said Mr. Murray in conclusion. "This is because in the final analysis it is the agency that has to sell your work, and muster the courage of its convictions when the billing is on the line.

"If the agency for which you work doesn't assume that responsibility and muster that courage, if you do have a drawerful of really great creative advertisements that got nowhere, then maybe you ought to go somewhere else to work.

"But if you have always stuck down the first idea that came along, that isn't your agency's fault. Because permission to do poor ads and to write run-of-the-mill copy is part of no agency's philosophy." #

Eastman Chemical Boosts Raidt

Robert A. Raidt has been named fibers ad manager of Eastman Chemical Products, subsidiary of Eastman Kodak Co., Kingsport, Tenn. Mr. Raidt joined the company in August, 1960, from Monroe F. Dreher Inc., New York, where he was vp in charge of merchandising. He assumed duties relinquished by Bruce F. Roberts, who had been promoted to assistant fibers merchandising manager.

BANISH
DANDRUFF
Regular use of new Breck Banish frees hair and scalp of dandruff and leaves your hair clean, soft and shining. For both men and women.
Although there is no absolute cure for dandruff, regular use of Breck Banish assures you of constant dandruff control. Banish works equally well for both men and women to relieve and control dry, itchy dandruff. Banish is a new kind of shampoo formulated around 22T4†, the exclusive Breck compound that works between shampoos to prevent new dandruff from forming. Even dark clothes can be worn confidently. Regular use of Breck Banish Dandruff Treatment Shampoo will free you of annoying dandruff.
Beautiful Hair
BRECK BANISH
DANDRUFF TREATMENT SHAMPOO*
BANISH
DANDRUFF
Regular use of new Breck Banish frees hair and scalp of dandruff and leaves your hair clean, soft and shining. For both men and women.
Although there is no absolute cure for dandruff, regular use of Breck Banish assures you of constant dandruff control. Banish works equally well for both men and women to relieve and control dry, itchy dandruff. Banish is a new kind of shampoo formulated around 22T4†, the exclusive Breck compound that works between shampoos to prevent new dandruff from forming. Even dark clothes can be worn confidently. Regular use of Breck Banish Dandruff Treatment Shampoo will free you of annoying dandruff.
Beautiful Hair
BRECK BANISH
DANDRUFF TREATMENT SHAMPOO*

Each dollar you invest in the Digest lets you *double your chances-to-sell!*

READERS turn to the average advertisement in Reader's Digest twice as often—60 million times, against about 30 million for an ad in Life, Look or Post. This doubles your total *chances-to-sell*. And, figuring the cost of a 4-color page, you *double your chances-to-sell* per dollar, too.

Politz found that this approximately *two-to-one* advantage applies regardless of whether you want to reach a magazine's entire audience or a select part of it: cosmetic shoppers, new-car buyers, rich families . . . *whatever group you sell to.*

21% sales gain for Breck "Banish" proves the Digest gets results. "The medicated shampoo market was falling when our first Banish advertisement appeared in Reader's Digest," says Edward J. Breck, president of John H. Breck, Inc. "Yet our sales increased by 21 per cent."

As Digest advertising continued, sales topped all previous highs. Banish print advertising now appears exclusively in the Digest.

Follow the example of this successful marketer. Have *your* advertising seen by more people with money to spend.

People have faith in

Reader's Digest

What picture do you want to send to the folks at home?

Which makes you look most appealing? The cloak of mystery... the mantle of drama... the tilt of a six-shooter? The answer is important, for the sophisticated advertiser knows that his sales-impact can be greatly affected by the kind of program he chooses. To him, the crucial test of a network is: How well is it doing with the kind of program he wants to sponsor?

Any advertiser who applies this test will find that one network attracts the biggest average audience in every entertainment category—as shown by nationwide Nielsen ratings for all regularly scheduled shows (6-11 pm, Oct '60-Jan '61):*

	CBS	NET B	NET C
COMEDY	20.0	18.4	16.8
DRAMA	16.2	NONE	13.6
VARIETY & PERSONALITY	20.6	14.9	18.3
WESTERN	25.3	20.5	22.4
MYSTERY & ADVENTURE	19.6	18.4	14.6
NEWS, PUB. AFFAIRS, SPORTS	13.6	9.8	13.9
TOTAL NIGHTTIME	19.5	18.1	17.6

The CBS Television Network also wins the biggest average audience for all nighttime programs with the most evenly balanced schedule—as shown by these percentages of network time devoted to various types of programs:

	CBS	NET B	NET C
COMEDY	25%	20%	9%
DRAMA	13	0	8
VARIETY & PERSONALITY	18	6	21
WESTERN	13	21	28
MYSTERY & ADVENTURE	20	47	24
NEWS, PUB. AFFAIRS, SPORTS	11	6	10
TOTAL	100%	100%	100%

This unique achievement of audience leadership and program balance gives advertisers their greatest assurance of success with the kind of program that makes them look best.

It also explains why for the past six consecutive years the nation's advertisers have committed more of their budgets to this network than to any other single advertising medium. They just like our looks.

*Includes first January report only. Program names on request.

CBS Television Network

The Editorial Viewpoint . . .

The Power of Minorities

Peter G. Peterson, executive vice-president of Bell & Howell, wondered out loud last week, in a speech to the American Women in Radio and Television, about the influence of the letter-writer on American business.

Himself trained as a marketing researcher and a former agency executive, Mr. Peterson thought it was more than strange that companies which consistently use statistical methods to do marketing research, to make sure they are not misled by biased opinions, are so likely to give completely unscientific weight to a handful of letters or phone calls they may get from obviously biased people.

Generally speaking, he indicated, in detailing Bell & Howell's experience with sponsoring "controversial" television shows, half a dozen critical letters will scare the pants off practically everybody and frequently cause changes in selling, or advertising, or presentation or some other activity, when sound research would indicate without doubt that the letters represent the viewpoint only of a small minority.

In their own case, he said, mail is running about 40 to 1 in favor of the general idea of Bell & Howell sponsoring documentaries which report on present-day problems and therefore are by nature controversial. Most interesting, he said, is the indication that Bell & Howell's share-of-market has never been higher, including the South, where gloomsters predicted sponsorship of discussions of the integration problem would "murder" sales.

Hansen's Dual Economy

As our headline writer pointed out last week in reviewing a new book by Alvin H. Hansen, emeritus professor of political economy at Harvard ("Economic Issues of the 1960s"), it is scarcely news any more when a Harvard professor takes pen in hand to beat advertising's brains out.

Prof. Hansen does beat advertising over the head, joyously and without restraint, in a book which is supposed to be discussing the theory and treatment of inflation, growth, automation and the "dual economy" in which government is a "partner" with private enterprise (which is permitted to retain control of the means of production, although severely restricted in its operations) and the problems of America vis-a-vis various other countries in the world.

All this is not surprising, but what is surprising and disturbing to the advertising man reading Prof. Hansen's book is that he consigns advertising to the limbo of useless, outmoded—if not actually evil—things without even arguing the point. It is all too clear that Prof. Hansen doesn't consider argument necessary or desirable in this area. One has the feeling that anyone who might suggest to the good professor that perhaps advertising is not quite the villain he says it is would be met with utter disbelief on his part—a kind of, "But, my dear boy, how can you be so stupid!" sort of thing.

As we reported last week, Prof. Hansen said in his preface:

"An educated citizenry would laugh out of court a high percentage of our current advertising—a form of 'inverted education.' We are expending an immense effort to make people believe things that are not so . . . The sixties will unavoidably become a battleground between the forces tending to produce a gadget society and those pointing the way to a truly civilized community."

What was not pointed out is that most of Prof. Hansen's book "consists of six lectures delivered at Haverford College . . . and three lectures at Smith College." And that Hansen's book is his fourth for the McGraw-Hill Economics Handbook Series, which, according to Seymour E. Harris, editor of the series, is designed to fill a need for a series of books on economic subjects which is not filled by the usual textbook or by the highly technical treatise. "Designed first of all for students," says Editor Harris, "the volumes are useful in the ever-growing field of adult education; they are also of interest to the informed general reader . . . *they present a distillate of accepted theory and practice*" . . .

The italics in the last phrase are ours. You can understand why.

Support U.S.A. Visit Campaign

The proposed campaign to run in foreign countries, urging residents of those countries to visit the U.S.A., meets with our wholehearted approval. We urge active support for S. 610, the bill to make such a program possible, which Sen. Warren Magnuson of Washington has already introduced in Congress.

What interests us about the bill is not the advertising dollars involved, but our firm belief that we can strike a great blow for America and for our way of life by inducing all possible residents of other countries to come see us as we are, materialistic, noisy and uncouth as we may be.

Incidentally, the ad business ought not to forget that David Ogilvy, a transplanted Britisher, thought up the idea for such a campaign a couple of years ago, and offered it—gratis—to anyone who was interested.

Gladys the beautiful receptionist

—Clint Braine, G. M. Basford Co.

"Since there's already a 'Brand X', he says why not name it 'Alternate Sponsor'."

What They're Saying . . .

Say It Isn't So

If you'd care to be in on the talk of the advertising industry here, we can tell you that it concerns the president of a good-sized agency who was divorced recently and decided to build a fancy little apartment on the roof of his office building. He was showing it to his attractive secretary the other day when they heard footsteps on the stairs.

"That's probably my old square partner," giggled the president. "Let's give him a shock. Let's you and me jump in bed and pull the covers up to our chins."

Which they did. And in walked the old square partner—with three of the agency's biggest, stuffiest clients. A good laugh was had by all. A good tight, strained laugh that came out somewhere between a squeak and a groan.

—From Herb Caen's column in the San Francisco Chronicle.

Key to Survival

The first mistake many agencies make is to lock up their creative people in ivory towers and expect a steady output of virgin births. We must not isolate our creative people from the hurly-burly of the market place. Once they have got over the shock of rape by research, their invention is sharpened, not blunted, by knowledge. The innocent obstinacy of their virgin idealism takes on a more accommodating realism with their perception of the fact that successful advertising is compound as much of our client's money as of our brains. Their talents are developed, not stunted, by an understanding of the over-all marketing problem and by their sympathy with the advertisers' own problems.

—From a speech by Francis Ogilvy, managing director, Mather & Crowther Ltd., London, at a national conference of the Institute of Practitioners at Torquay, England.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

President Kennedy is planning a quick start on advertising to promote travel in the U. S. by foreign visitors.

That's a new kind of expenditure abroad that will bring home the bacon.

•

Casey Stengel is writing his memoirs for the *Post*, and no doubt the magazine is planning to publish a glossary for the information of readers who don't qualify as *aficionados*.

•

Jeno Paulucci, of Chun King, says, "You don't have to go into all this jazz about store sales and warehouse sales and Nielsen reports. Just let me open the morning mail."

He's living in the halcyon days of advertising.

•

"To my everlasting shame," says Bill Benton; "I played a part in bringing radio and tv to their present low estate."

When Bill got out of Benton & Bowles, television was hardly a word in the dictionary.

•

It's a good thing for Chrysler that its lawyers are all staff people, hired on an all-year-'round basis and ready and willing to take on all comers.

•

"Seven get jail terms in electrical anti-trust case," the headline says.

Thirty days is hardly long enough to think up a good enough story to convince the customers.

•

"This new member of our management group," says a classified advertiser, "will be responsible for profits, share of market, product design, packaging, pricing, advertising and promotion."

And what will he do in his spare time?

•

"It is the first rule in Adland," say K&E, "that men, women and children be carried away by uncontrollable ecstasy when they are in the presence of the Product."

And very few character actors are that good.

•

Gov. LeRoy Collins, the new head of NAB, says he is shocked at the far-reaching influence which the rating services exercise on the industry.

But most politicians admit they are influenced more than somewhat by the public opinion polls of Dr. Gallup and others.

•

"Now it's Pepsi for those who think young," is the new theme for the product, and it has the great advantage of taking in just about everybody in the population.

•

Many admen, says Charles F. Adams, lack belief in advertising as a career worthy of a creative person's entire time and effort.

But they can always write a book.

COPY CUB.

now

NEW

BULK AND FREQUENCY

DISCOUNTS

from the newspaper that introduced frequency discounts in Delaware Valley, U.S.A.

Effective immediately,* The Philadelphia Inquirer offers *new* rate flexibility unsurpassed by newspapers in this market. These rates provide national advertisers with substantial discounts for volume and frequency, and are designed to fit the seasonal marketing objectives of the smallest to the largest advertiser.

Under the new bulk contract rates, *Daily* discounts range from the equivalent of 1.9% for 500 lines to a maximum of 20% for 100,000 lines—and from 3.5% to 16% for *Sunday* insertions.

The frequency rates offer even greater discounts—from 6.5% to 22.5%—for continuity in The Inquirer, and provide substantial savings for advertisers who plan intensive campaigns.

BULK CONTRACT RATES

	Per Agate Line	
	Daily	Sunday
Open Rate	$1.60	$2.00
500 lines	1.57	1.93
1000 lines	1.51	1.90
2480 lines (full page)	1.48	1.87
5000 lines	1.46	1.85
10,000 lines	1.42	1.81
25,000 lines	1.38	1.77
50,000 lines	1.34	1.74
75,000 lines	1.32	1.72
100,000 lines	1.28	1.68

FREQUENCY/CONTINUITY RATES

DAILY

Minimum Weekly Contract Lines	12 in 13 weeks	24 in 26 weeks	36 in 39 weeks	48 in 52 weeks
150 lines	$1.48	$1.46	$1.44	$1.42
300 lines	1.46	1.44	1.41	1.40
600 lines	1.42	1.40	1.38	1.36
1000 lines	1.40	1.37	1.35	1.32
1500 lines	1.38	1.35	1.32	1.30
2480 lines (full page)	1.33	1.31	1.27	1.24

SUNDAY

150 lines	$1.87	$1.85	$1.83	$1.81
300 lines	1.85	1.83	1.80	1.79
600 lines	1.81	1.79	1.77	1.76
1000 lines	1.79	1.76	1.75	1.72
1500 lines	1.77	1.75	1.72	1.70
2480 lines (full page)	1.73	1.71	1.67	1.64

*Current contract advertisers, at their option, may be billed under the former rates until March 15, 1961.

The Philadelphia Inquirer

NEW YORK—ROBERT T. DEVLIN, JR., 342 Madison Ave., MUrray Hill 2-5838
CHICAGO—EDWARD J. LYNCH, 20 N. Wacker Drive, ANdover 3-6270
DETROIT—RICHARD I. KRUG, Penobscot Bldg., WOodward 5-7260
SAN FRANCISCO—FITZPATRICK ASSOCIATES, 155 Montgomery St., GArfield 1-7946
LOS ANGELES—FITZPATRICK ASSOCIATES, 3460 Wilshire Boulevard, DUnkirk 5-3557

Announcing 1 *st Annual Directory of*

HOUSE & HOME's

. . . *here is a truly new merchandising service for the housing industry:* the first *complete* directory of all the sales plans, sales aids, sales programs and merchandising and marketing services that manufacturers of housing products and equipment make available to builders and their sales managers and realtors.

. . . *here is a new merchandising service* that ends, once and for all, the lack of communications somewhere along the distribution line between the manufacturers who spend millions of dollars a year developing selling aids and the builders and realtors who need them and want them so urgently. HOUSE & HOME has heard literally hundreds of builders and realtors — from coast to coast — complain about their unfamiliarity with the selling aids that manufacturers are producing for them.

. . . *here is a new merchandising service* that is directly aimed at solving the housing industry's No. 1 problem: the need for *professional* selling to attain the full potential of the sixties. Proof that builders and their sales managers and realtors are desperately reaching out for help lies in the tremendous number of inquiries from builders and their sales managers and realtors every time HOUSE & HOME's editorial and advertising pages have reported any news of selling aids from producers of housing products and prefabricators.

. . . therefore HOUSE & HOME feels that manufacturers and their agencies will welcome a special advertising section in the annual *May Merchandising Issue* in which to spotlight each and every selling aid that builders can use with their sales managers and realtors.

HOUSE & HOME's *first industry*

Write for complete information on supplementary reprint distribution to leading housing professionals, including mailing to HOUSE & HOME's entire *Model House Builders List*.

House & Home | Department M *Time & Life Building Rockefeller Center New York 20, N. Y.*

Please send me supplementary reprint distribution information on HOUSE & HOME's

Name _____

Title _____

Firm _____

Address _____

City, State _____

1 *first*
Annual Directory of Selling Aids for Builders and Realtors
MAY 1961

House Home

MAY
1961

Selling Aids for Builders and Realtors

If you make available any of these selling aids...
here's your checklist and your one big opportunity
to reach Builders and Realtors...

BRAND NAME DISPLAYS

- ☐ 1. Cutaway section displays
- ☐ 2. Product performance displays
- ☐ 3. Product performance — action displays featuring audience participation
- ☐ 4. Indoor brand name signs
- ☐ 5. Exterior brand name site and direction signs
- ☐ 6. Static displays including decals and stickers
- ☐ 7. Warranty plaques
- ☐ 8. Brand name protective carpets indoor
- ☐ 9. Brand name directing walkways outdoor

PROMOTION AIDS

- ☐ 1. Tape recorders and platters for model homes
- ☐ 2. Brochures, point-of-purchase handouts
- ☐ 3. Post sale guides for new purchasers
- ☐ 4. Goodwill gifts for new purchasers
- ☐ 5. Public relations guides
- ☐ 6. Publicity planning assistance
- ☐ 7. Newspaper mats and sample layouts
- ☐ 8. Suggested radio scripts
- ☐ 9. Suggested TV scripts and films

SALES EDUCATION AIDS

- ☐ 1. Dealer-distributor and/or builder salesmen product demonstration classes
- ☐ 2. Product sales training films and slides for builder salesmen
- ☐ 3. Home office short courses on product installation and service
- ☐ 4. Regional clinics on market analysis aids

SERVICES

- ☐ 1. Kitchen planning assistance
- ☐ 2. Home decoration and home furnishing advisory services
- ☐ 3. Exterior and interior color styling
- ☐ 4. Land planning assistance
- ☐ 5. Financing aids
- ☐ 6. How-to-sell booklets
- ☐ 7. Cooperative advertising

-wide service to MERCHANDISING *executives*

In America's biggest industry...

almost everybody who is important to your selling reads House Home

Closing Dates

RESERVATIONS: *March 20, 1961*

PLATES AND COPY: *March 27, 1961*

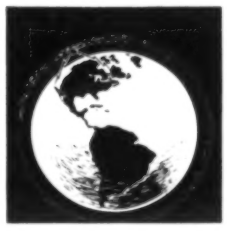
House Home

published by TIME INC.
Time & Life Building
Rockefeller Center
New York 20. N. Y.

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for research on radio-wave propagation



K. A. Norton

WINNER of the *1960 Harry Diamond Memorial Award* is K. A. Norton, of the National Bureau of Standards, Boulder, Colorado—cited for "contributions to the understanding of radio wave propagation." IRE is proud to honor Mr. Norton, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St. New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

They Eat Big!

What every advertiser should know about OSV-Register families

- 1,764,362 *solid* A.B.C. circulation.
- In 1959, they welcomed 332,371 new babies into their homes—more than were born in the same year in New York City, Chicago, Baltimore and Boston combined!
- 78% live in their own homes.
- Median income is $6,317.
- About 23% will be in the market for an automobile in 1961.
- They're thirsty—93% use soft drinks regularly in the home!

If you sell food products, you'll love the way our readers fill shopping carts! That's because the homes of Our Sunday Visitor-Register readers are filled with children—an average family unit is 4.69 persons compared to a U.S. average of 3.61. (What a "captive audience" for *Lenten* foods right now!)

Naturally, the sure way to influence these big-spending, big family units is to put your selling message where it's sure to get their undivided attention . . . in the Our Sunday Visitor-Register Unit. Whatever you sell, from automobiles to you-name-it . . . you'll sell *more* when you reach the responsive audience we deliver. Proof? Call us today!

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO-30 N. Dearborn St., CEntral 6-0481 • NEW YORK-10 E. 39th St., Room 519/LExington 2-8188

Getting Personal

Lyle (Bill) Funk, manager of BBDO's international department, will be one of the last to forget New York's blizzard of 1961. While shoveling out after the big snow, he turned around to pose while his wife photographed the wind-blown scene. At that moment a 250-lb. cake slid off the roof, burying Bill up to his chin. It took an hour to extricate him, and it will take another two months for his broken leg to mend . . .

Ralph D. Gardner, president of the New York agency bearing his name, donated a number of books by Horatio Alger to the Children's Aid Society this month—with the promise of more to come. Mr. Gardner not only has a rare collection of Alger books but is considered an authority on the "Rags to Riches" author . . .

Everett W. (Red) Hoyt, president of Charles W. Hoyt Co., New York, is spending his 10th successive Jamaican vacation at the Jamaica Inn in Ochos Rios this month—apparently unable to break the habit formed during the five years, from 1951 to 1955, when he handled the Jamaica Tourist Board account . . .

"Let's Imagine Being Places," written by **Janet Wolff**, vp of J. Walter Thompson Co., at the suggestion of her young daughter, will be published March 31 by Dutton. It's the first in a series to be known as "imagication books" for youngsters . . .

SCOUT SALUTE—*Judson Whiting Jr., program supervisor at Kenyon & Eckhardt, New York, receives a salute from Girl Scout Renne Jarrett and an award for "outstanding service to Girl Scouting." He received the award for his work as radio-tv chairman for the Scouts 1960-61 fund campaign.*

Lydia Obierek, with the tv commercial production department of Benton & Bowles—and daughter of **Leopold J. Obierek**, president and general manager of *Nowy Swait, The Polish Morning World*—is engaged to Donald Campbell . . . Mrs. Ruth Anderson is engaged to **Jarvis Woolverton Mason**, vp of Wilson, Haight & Welch, Hartford . . .

William MacDonald, director of outdoor advertising at Kudner, marked his 25th year with the agency in mid-February, and his 39th in the outdoor ad field. During his quarter-century with Kudner he figures he's purchased over $15,000,000 worth of outdoor space . . .

Frank M. Headley and **Dwight S. Reed**, two of the founding partners of H-R Television Inc. and H-R Representatives Inc., celebrated the 25th anniversary of their broadcasting partnership by leaving on a 23-day Caribbean cruise with their wives. Going along are Mr. and Mrs. **Richard Davis**. Mr. Davis, president of WELI, New Haven, is celebrating 25 continuous years as a H-R station client. And going along with the Davises are Mr. and Mrs. **Bud Finch** (Mr. Finch is the morning man at WELI). And going along with Mr. Finch were 110 of his WELI listeners! . . .

Willard H. Sahloff, vp of General Electric's housewares and commercial equipment division, Bridgeport, Conn., was inducted into the Kingston, N. Y., Hall of Fame at the Oldtimers Baseball Assn. annual dinner. The honor comes to him from his baseball prowess 25 years ago. Several other awards have come his way during the past year for his decision to sponsor the "GE College Bowl" (CBS-TV), which has awarded more than $165,000 in scholarship grants . . .

National Assn. of Broadcasters' distinguished service award for 1961 goes to **Justin Miller** for his contributions to broadcasting while serving as NAB president from 1945 to 1951 . . .

Charles Percy, president of Bell & Howell, Chicago, recently accepted a public service citation for his company's sponsorship of two tv documentaries exploring racial and religious prejudice. Elmer Gertz, president of the Greater Chicago Council of the American Jewish Congress, presented the anti-bigotry award for an ABC-TV documentary, "Cast the First Stone," and a CBS telecast, "Who Speaks For the South?" . . .

Maurice H. Needham, board chairman of Needham, Louis & Brorby, Chicago, and his wife are planning their first trip to the Continent. They'll leave March 1 to tour Greece, Italy, France, England, Scotland and Ireland . . .

Recuperating in Palm Springs from a recent operation is **Leonard M. Wasserbly**, editor-publisher of *Industrial Distributor News*, Philadelphia . . .

it takes something

<u>extra</u> to be

THOROUGH!

Take, for instance, the outstanding pictures you see in National Geographic. Here's how just one of them came about. Geographic photographer Bill Vaughn spent 45 minutes climbing this wind-whipped suspension cable to reach a precarious perch on Michigan's Mackinac Bridge. There he captured another spectacular picture for Geographic readers.

"Thorough" is a word that describes one of the qualities these readers appreciate most in their magazine. This was strikingly confirmed by the recent nationwide Bolger Study measuring the editorial image created by 11 major consumer magazines. Among 32 basic image traits, Geographic readers rated their magazine higher in 11 different characteristics (including *"thorough"*) than did readers of any other publication surveyed.

It takes thorough reporting to bring the Geographic's uniquely fascinating panorama of the world — via words and pictures — to more than 2,500,000 families each month. The reward is unusually thorough readership which extends as well to the Geographic's well-thumbed advertising pages. As scores of leading advertisers will tell you, the concentrated buying power of these high-income families is thoroughly worth cultivating.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

the hospital market is a sellers' market

HOSPITALS ARE SHORT 875,000 beds needed to serve adequately the 25 million people who will need hospitalization in 1961. F.W. Dodge Corporation estimates that $900 million will be spent for new construction of hospital facilities this year. Include equipment and the total cost will exceed a billion dollars.

This year hospitals will spend $975 million for raw food, a third of a billion for ethical drugs. Right now they have an equipment replacement need of nearly a billion dollars. They will need 8 million new bed sheets, 5 million pillow cases. They will buy more knives and forks and spoons, more dishes, more cleansers and detergents, more floor machines, more floor treatment materials than ever before in history. They will buy more new and replacement equipment for preparing and serving meals—more, in fact, of everything used to house, feed and give medical care to more than 1.5 million people every single day, around the clock.

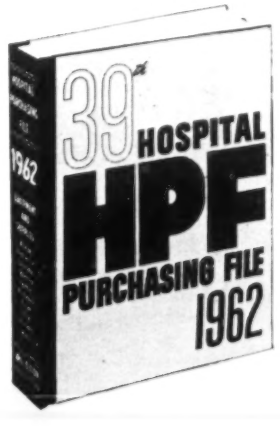
So hospitals are not only a sellers' market among those needing hospital care, they are also a sellers' market as far as their suppliers are concerned. Most importantly, nearly 90% of hospital purchases will be made in the 3018 hospitals having over 100 beds each—an accessible, compact market with a ready-made distribution system effectively at work.

You can dominate this market through its *primary medium*—THE MODERN HOSPITAL, for forty-eight consecutive years the leader in guiding and shaping progress in hospital care through a conspicuously dominant editorial service.

Ask for "12 Points of Superiority" and complete documentation of journalistic leadership.

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION



HOSPITALS COME HERE TO BUY—
your catalog filed here will
help them buy from you

Since 1919 HOSPITAL PURCHASING FILE has been the standard source of buying information for hospital administrators, purchasing officers and using department heads—a unified, well indexed file of product information, distributed to every worthwhile hospital, retained for reference when products are being considered and purchases made. Plan now to have your products fully cataloged in the 1962 Edition—now in preparation. Ask now for full details, proof of use.

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

Truth Key to Communication with Employes, Says Newcomb Book

CHICAGO, Feb. 15—Communicators, like psychologists, know that what people do not understand they generally mistrust. Nowhere is this more true than on the production lines of the U.S.

Robert Newcomb and Marg Sammons, management consultants in employer-employe communications and ADVERTISING AGE columnists, make this observation, based on more than 20 years of experience, in "Employe Communications in Action." The second book of the husband-and-wife writing team on the subject, the 337-page casebook was published today in New York by Harper & Bros. ($5.75).

To bridge the mental chasm between management and employes is the task of the industrial communicator, a professional who has outgrown his old title of industrial editor. How to do it in the most resultful manner is the subject of this book of successful communications programs throughout industry. Topics range from methods of explaining wage structures through getting acceptance for automation to treatment of supervisors.

■ "Ten Tips" at the end of each of the 19 "working" chapters make the book especially useful to the busy executive as well as the practitioner of the many techniques in this challenging field.

The authors are convinced, that industrial harmony cannot be bought but must be built. And the results that can be attained are worth the effort. According to the authors, honest persuasion is an obligation of management.

■ Communicating with employes has many channels and many specific objectives. The "New Products Panorama," staged by S. C. Johnson & Son, Racine, is used as the example of how a company secured the enthusiastic assistance of its employes and their families in a new product introduction, boosting their morale in the process.

With all the trappings of a Hollywood premiere, the Johnson show brought more than 1,000 employes and wives to an auditorium and made most—if not all—of them enthusiastic boosters of four (unspecified) new items. According to the authors, "within 24 hours every resident of the Racine area" knew about the new products and the event.

The objectives of this communications project were: (1) To demonstrate the new products to the employes and their wives; (2) to show them new tv commercials for these items and to explain ad and merchandising plans; (3) to let employes and wives discuss the products, see them in use and actually try them; (4) to explain how these new products—and others—affect employe profit sharing; (5) to motivate the audience to aid in the sales effort; and (6) to distribute free samples and to get the employes' opinions through a special questionnaire.

■ Among results, the company listed: (1) A boost to employe morale from the very fact of a social gathering; (2) a distinct sense of belonging imparted by a demonstration of the company's interest in the employes being fully informed; (3) a rare opportunity for high executives to talk company matters to the employes in an informal setting; and (4) significant promotion of the products, by word of mouth and literature sent with the employes' greetings to their friends across the country, at the company's expense.

The authors recommend that managements tell all the facts, not only the pleasant ones.

Employes must be made aware of the profit nature of business and the importance of profit. They stress that written communications cannot stand alone and must be complemented by oral techniques. They warn against an imbalance between the two types of communication, insisting that both are necessary to support one another, in the right proportion.

■ The communications function must be organized as efficiently as the accounting or sales departments are organized, according to the authors, who stress that the larger the company, the greater is the need for this efficiency. Casual structure will produce casual and ineffective results, they warn.

Top talent is necessary for the top communications job, the book says. "To launch a six-figure communication program and put a four-figure man in the driver's seat is folly," according to the authors. They remind that the effectiveness of the function must be checked constantly.

"A way with words" ranks lowest among the qualities managements are said to expect of top communicators. Grasp of industrial economics, awareness of surroundings, skill at bringing management and employes together by the forging of mutual interests, capacity for winning confidence and a knowledge of communications all precede writing facility on the authors' list. #

TEST TOWN
Terre Haute
Adopts
CID
CONTINUITY-IMPACT-DISCOUNT

Effective March 1, 1961

The Terre Haute Tribune-Star takes pleasure in announcing to advertisers and agencies that they have expanded from a flat line national rate to a full frequency structure using CID discounts with

NO RATE ADVANCE

This new plan will be based on the daily rate established April 1st, 1959, and the Sunday rate established December 1st, 1959, with no increase in basic rate to the advertiser or agency.

The Terre Haute TRIBUNE-STAR

Covering a Rich 9 County Market, Well Isolated from Other Metropolitan Newspapers

Represented By
E. A. FAULKENER & ASSOCIATES

'Washington Post' Boosts Three

The *Washington Post* has appointed James J. Daly business manager in charge of labor relations, Joseph P. Lynch classified advertising manager and Frank McArdle promotion manager. The appointments follow the resignation of Adrian A. Fisher as vp and counsel of the *Post* to become President Kennedy's deputy disarmament advisor. Mr. Daly was formerly classified advertising manager, Mr. Lynch was formerly promotion manager, and Mr. McArdle was formerly assistant promotion manager.

ASSIGNMENT: BERLIN

Berlin, Germany. Divided city in a divided nation. Crucible for East and West. Hot spot in a cold war. But even more, the home of three million people—people who live on a powderkeg that could explode at any moment, destroying them . . . and us all.

Late last year, LOOK decided to cover the Berlin crisis. Assigned to the job: senior editor Robert Moskin and photographer James Hansen—veteran LOOK staffers with half a million travel miles on five continents. Weeks of research took them to our

State and Defense Departments and the West German Embassy. Before going abroad, they developed an outline implementing the LOOK approach. They would tell the Berlin story in terms of people, leaders and followers, what they do, think, feel, want.

They left for Berlin Nov. 28, 1960. Since any conflict would first affect our Berlin-based troops, Moskin and Hansen singled out a U. S. soldier, Pfc. Jimmy Lee, to represent the GIs. They followed him on combat exercises . . . spit-and-polish drills . . . in bar-

racks and on the town. They made security rounds with the top M.P., Lt. Col. Robert Sabolyk . . . interviewed Maj. Gen. Ralph Osborne, ranking U. S. officer. They spoke with East German police and, from concealment, photographed Russian border guards.

But armed camp though it may be, Berlin is still a city of civilians. What are their thoughts as foreign powers ponder their fate? To get the answers, Moskin and Hansen met the people . . . grew to understand them. They went into factories and fashion

salons, refugee camps and nightclubs. They visited homes and shops and the Deutsch-Amerikanische Gemeinschafftschule, where German and American children share classrooms.

They got to know the people—the people who are Berlin. A preacher. A composer. A journalist. A dental technician. A police chief. An industrialist who firmly believes in his city. A Jewish leader who still finds traces of anti-Semitism there.

Seeking a symbol of Berlin's new generation, Moskin and

Hansen selected 20-year-old Monika Rau. They visited her and her parents in their Tiergarten home . . . accompanied her to her job in an electronics plant . . . joined her and her boy friend for a night of Gemütlichkeit in the Bierzentrum, a big, brassy beerhall.

To report the views of Berlin's foremost political leader, they flew, drove and horse-and-wagoned 200 miles through the season's first snowstorm for an exclusive, all-day interview with West Berlin Mayor Willy Brandt in his park retreat near Hamburg.

On Dec. 19, 1960, Bob Moskin and Jim Hansen came home. They brought back 7,000 photographs, 950 pages of notes—and the Berlin story. The story of a "drab, desperate and dangerous" city...of people "grown calm under constant tension"...of American soldiers who will fight if attacked but know they are expendable.

In the New York office, the LOOK team began the next phase of its Berlin assignment. Moskin wrote the story. Both men edited the photographs. Both took active parts in laying out their article so

that it would accurately reflect their impressions and judgments.

From research through on-the-scene coverage to finished article, LOOK teams (like Moskin and Hansen) live the story to get the story. Because they do, they communicate not only facts but true understanding. Personal journalism, with accent on people, is one reason for the unique rapport between LOOK and its 27,500,000 readers. We think you will find a compelling example when you read "Berlin" in the Feb. 28 issue of **LOOK, THE EXCITING STORY OF PEOPLE.**

Washington Post Names Exec VPs

Sweeterman, Hayes, Wiggins Promoted to Top Executive Roles

WASHINGTON, Feb. 14—Three top executives of Washington Post Co. were named exec vps today.

The three are John S. Hayes, president of the Washington Post broadcast division; J. R. Wiggins, who has been executive editor, and John W. Sweeterman, who has been general manager. Mr. Wiggins was also re-designated editor, and Mr. Sweeterman publisher of the *Post*.

J. R. Wiggins John S. Hayes

The new title of executive vice-president "more nearly conforms to their operational functions," Philip L. Graham, president of the company, said. He explained that Mr. Sweeterman is responsible for the newspaper's commercial activities, Mr. Wiggins is operating head of the news and editorial staff and Mr. Hayes heads a division which operates WTOP, radio and tv, Washington, and WJXT, Jacksonville, tv outlet.

J. W. Sweeterman

■ At the same time, Raoul Blumberg, who has been assistant general manager, was named assistant to the publisher, and James McC. Truitt, who has been assistant to the publisher, became assistant to the president of the company.

Earlier, the *Post* announced changes in the classified and promotion departments. *(See Page 22).*

N.Y. Education Board Offers TV Course for Teachers

Approximately 260 New York teachers have been enrolled in the television in-service course started Feb. 16 under the auspices of the New York City board of education's division of personnel and teacher training and the Television Information Office. This first such tv course offered for general teacher enlightenment is designed to "acquaint teachers in elementary and secondary schools with the functioning of tv as a communication form, an art form, an industry and a social institution."

Stockell Joins Shedd-Bartush

J. Victor Stockell has joined Shedd-Bartush Foods, Detroit, as sales promotion manager. He formerly was western sales manager of the Pablum products division of Mead Johnson Co. and merchandising manager of Frankenmuth Brewing Co. and Bib Corp.

Allied Adds Bianchi

Donald A. Bianchi has joined Allied Advertising Agency, Cleveland, as copy chief. He formerly was a radio-tv writer at Lang, Fisher & Stashower, Cleveland.

Hagan Names Two in Chicago

Hagan Publishing Corp., Montclair, N.J., has named Lew Hutchison and John MacKay district sales managers in Chicago, with offices at 360 N. Michigan Ave. They will represent *Architectural & Engineering News*. Mr. Hutchison formerly was sales manager of Encyclopaedia Britannica in Chicago; Mr. MacKay was manager of Inland Newspaper Representatives.

Bates Names Scurlock, Rush

Robert L. Scurlock, formerly with Dancer-Fitzgerald-Sample, has joined Ted Bates & Co., New York, as a vp and account supervisor. Bates also has promoted Dr. Carl H. Rush to vp and research director, succeeding Clifford N. Parsells, senior vp and a director, who has retired to enter his own business.

KOOL, KOOL-TV Name King

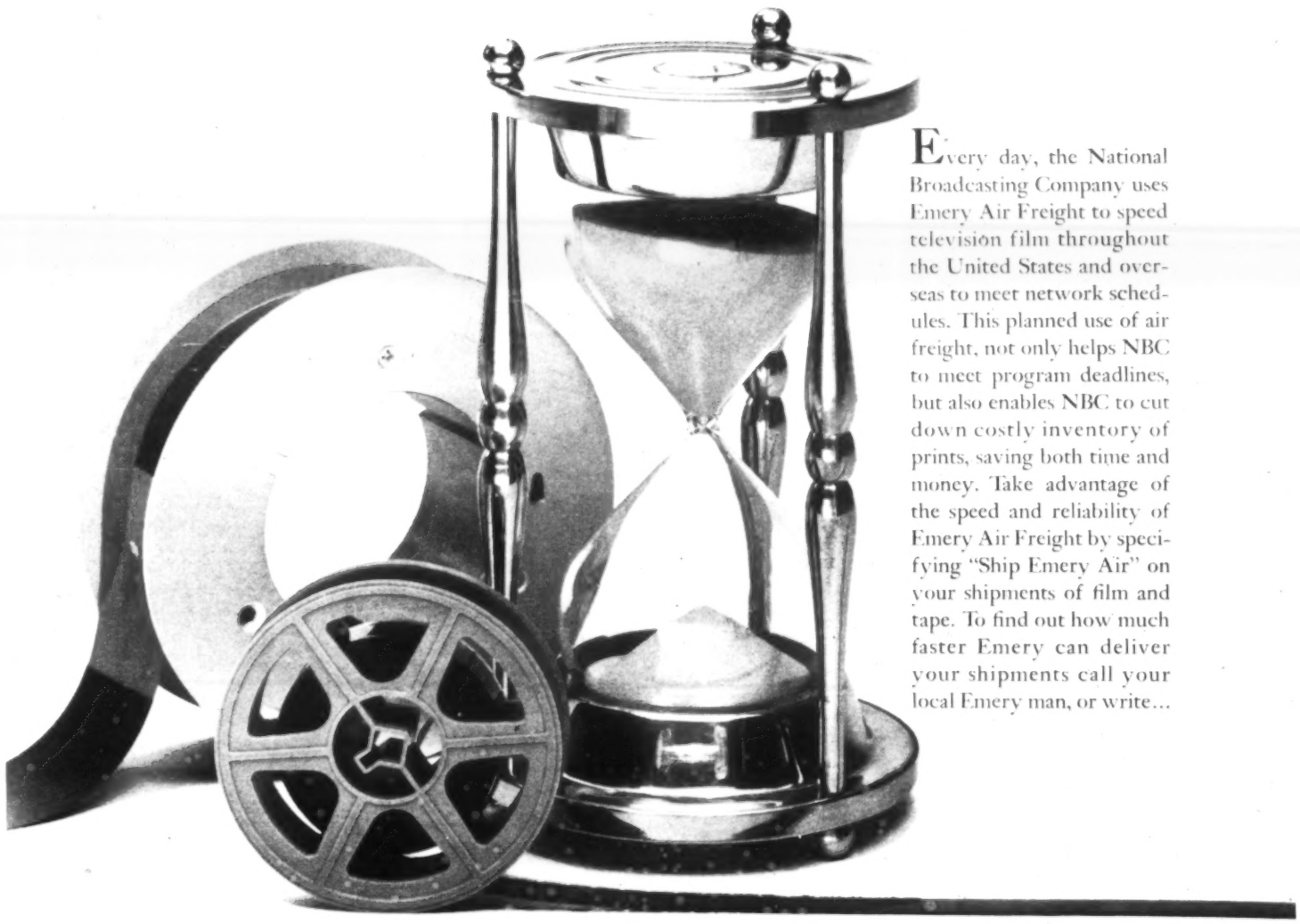
Thomas King has been named director of promotion and public relations of KOOL and KOOL-TV, Phoenix, replacing Tom Calhoun, who has joined Electrical Products Corp. Mr. King formery freelanced in the area of promotion and marketing.

ON THE GREAT SOUTH PLAINS OF TEXAS

the AVALANCHE-JOURNAL
IS THE ONE MEDIUM FOR COMPLETE COVERAGE
in a vast isolated market of 415,900

LUBBOCK AVALANCHE JOURNAL
LUBBOCK, TEXAS *Morning — Evening — Sunday*
ROP COLOR AVAILABLE EVERY ISSUE

How to get TV shows on ...on time



Every day, the National Broadcasting Company uses Emery Air Freight to speed television film throughout the United States and overseas to meet network schedules. This planned use of air freight, not only helps NBC to meet program deadlines, but also enables NBC to cut down costly inventory of prints, saving both time and money. Take advantage of the speed and reliability of Emery Air Freight by specifying "Ship Emery Air" on your shipments of film and tape. To find out how much faster Emery can deliver your shipments call your local Emery man, or write...

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York Offices in all principal cities.

Minow Confirmed, Passes Senate Test With Flying Colors

WASHINGTON, Feb. 14—Newton N. Minow got routine Senate approval for service on the Federal Communications Commission today, after breezing easily through a confirmation hearing at the interstate and foreign commerce committee.

Although Mr. Minow may now take office any time he wishes, he told committee members he probably can't wind up affairs in his legal office in Chicago until about March 1. He has been confirmed for an unexpired term which ends July 1 and for a new term which runs until June 30, 1968.

Before recommending Senate approval of President Kennedy's nominee for the FCC chairmanship, members of the Senate commerce committee got in some jabs at tv rating services and tv programming.

■ Sen. A. S. (Mike) Monroney (D., Okla.), who has taken on the rating services in the past, complained that ratings are used for life or death decisions on programming and ordinarily are based on a relatively few homes. "I think the networks, Madison Ave. and the stations would all be grateful if we could do something about it," he told President Kennedy's FCC nominee. "They are all victims of a vicious system."

Mr. Minow, who easily fielded all the observations which committee members had to offer, said he thought the rating problem was properly a matter of concern. "Since they differ among themselves, they can't all be right," he commented.

Displaying some of the careful preparation he had put into his appearance, he recalled that Sen. Monroney already had conducted an investigation of rating services, and that additional investigations are under way by the House committee on interstate and foreign commerce. "In any event," he observed, "I feel they understate the public's taste."

■ Sen. Warren Magnuson (D., Wash.) entered the fray by recalling that his committee has asked the Federal Trade Commission to look into complaints about ratings. He promised to contact FTC to find out how it was getting along.

At 35, Mr. Minow professed no background at all in radio-tv when he was selected by President Kennedy last month. During his appearance before the committee today, however he faultlessly handled questions on such subjects as FCC's power to "censor" stations that carry too many westerns, the uhf-vhf problem, the problems involved in regulating community antenna tv systems, the need for a new national policy in the field of telecommunications, the future of the forest protection radio service, and "The Untouchables."

■ Proof of Mr. Minow's political sagacity came when Chairman Magnuson revealed they visited jointly yesterday with Prison Service Director James Bennett, who had come to the Senate office building to discuss his problems with "The Untouchables."

The senator said Mr. Minow had done a fine job of sifting through the problem with Mr. Bennett. "It came down to one thing," Sen. Magnuson said. "When a thing is fiction, it should be so labeled. When it is fact, it should be as factual as possible. That hasn't been done with this program, and the commission hasn't done anything about it."

Sen. John O. Pastore (D., R. I.), senior member of the communications subcommittee, also piled onto "The Untouchables."

"Here," he commented, "they take a man who was born in this country. They deliberately give him an Italian accent."

During most of the 84 minutes of hearing Mr. Minow listened while committee members propounded their pet peeves. Too many westerns was one of the peeves.

■ Mr. Minow emphasized his concern over better programming, but he cautioned that the "censorship" problem is a very sensitive one. FCC's only tool, he said, comes through study at renewal time. "We couldn't do anything if a station had a lot of westerns, even bad ones," he said. "But if we found a situation where a station had nothing but westerns, and wasn't doing very much else, we could decide whether this frequency should be turned over to someone else."

■ Sen. Gale McGee (D., Wyo.) cautioned against being too tough on westerns. "Tourism is my state's second best industry," he quipped.

When Sen. Magnuson said, "Don't you think the westerns should be truthful?" Sen. McGee professed horror. "That would completely destroy them. For goodness sake, let's perpetuate the folklore of the cowboy." ≡

Receipts, Income of Agencies in Top 10 Markets: 1954, 1958

Source: Bureau of the Census

		All Establishments			Establishments Reporting Source of Receipts and Income						
					Receipts (000 omitted)					Income (000)	
		Rank	Number	(000) Receipts	Number Reporting	Total	Media Billings	Sale of Materials and Services	Fees	Misc.	Commissions	Sale of Materials and Services
U. S.	1958		4,240	$4,346,909	3,367	$4,220,753	$3,383,661	$724,905	$89,099	$23,082	$508,219	$136,804
	1954		3,267	3,165,724	2,798	3,110,358	2,579,689	470,690	49,068	10,911	379,959	79,290
New York[2]	1958	1	939	1,949,511	757	1,907,637	1,560,904	313,270	27,875	5,588	239,217	50,776
(N.E. New Jersey)	1954	1	769	1,469,814	661	1,455,442	1,229,920	208,650	14,012	2,860	174,099	33,810
Chicago[2]	1958	2	354	638,993	296	620,562	520,379	85,834	10,070	4,279	76,295	16,233
	1954	2	320	494,280	279	487,009	423,896	57,120	4,373	1,620	63,741	9,542
Detroit	1958	3	121	334,929	100	332,827	272,330	57,461	2,452	584	40,177	8,471
	1954	3	94	202,432	80	200,692	161,001	33,378	5,681	632	24,398	4,335
Los Angeles-Long Beach	1958	4	315	220,124	240	208,720	160,548	42,800	3,607	1,765	23,906	7,785
	1954	4	227	101,323	188	96,919	80,781	14,002	1,815	321	12,425	2,575
Philadelphia	1958	5	146	100,791	120	98,153	74,851	19,312	3,147	843	11,500	4,328
	1954	6	116	84,718	107	83,721	65,764	15,301	2,289	367	10,160	2,420
San Francisco	1958	6	116	99,085	97	96,428	76,211	18,398	1,540	279	11,622	2,734
	1954	5	105	89,888	92	88,693	73,614	13,411	1,449	219	10,991	2,175
Minneapolis-St. Paul	1958	7	72	75,537	56	74,546	62,263	10,764	1,401	118	9,525	1,625
	1954	10	54	(D)	52	46,749	39,203	6,884	641	21	5,904	1,112
Cleveland	1958	8	87	72,865	70	71,145	54,629	13,840	2,477	199	7,651	2,694
	1954	8	76	68,204	67	67,290	49,760	13,783	3,466	281	6,759	1,909
St. Louis	1958	9	78	66,307	64	64,648	48,803	13,053	2,456	336	7,310	2,028
	1954	7	70	70,135	57	68,476	56,385	11,129	898	64	8,547	1,828
Boston	1958	10	116	64,759	97	62,341	47,522	12,382	2,179	258	6,753	3,296
	1954	9	84	47,298	77	46,341	36,876	8,114	1,204	147	5,436	1,609

Receipts, Income of Agencies in Next 15 Markets: 1958 Only

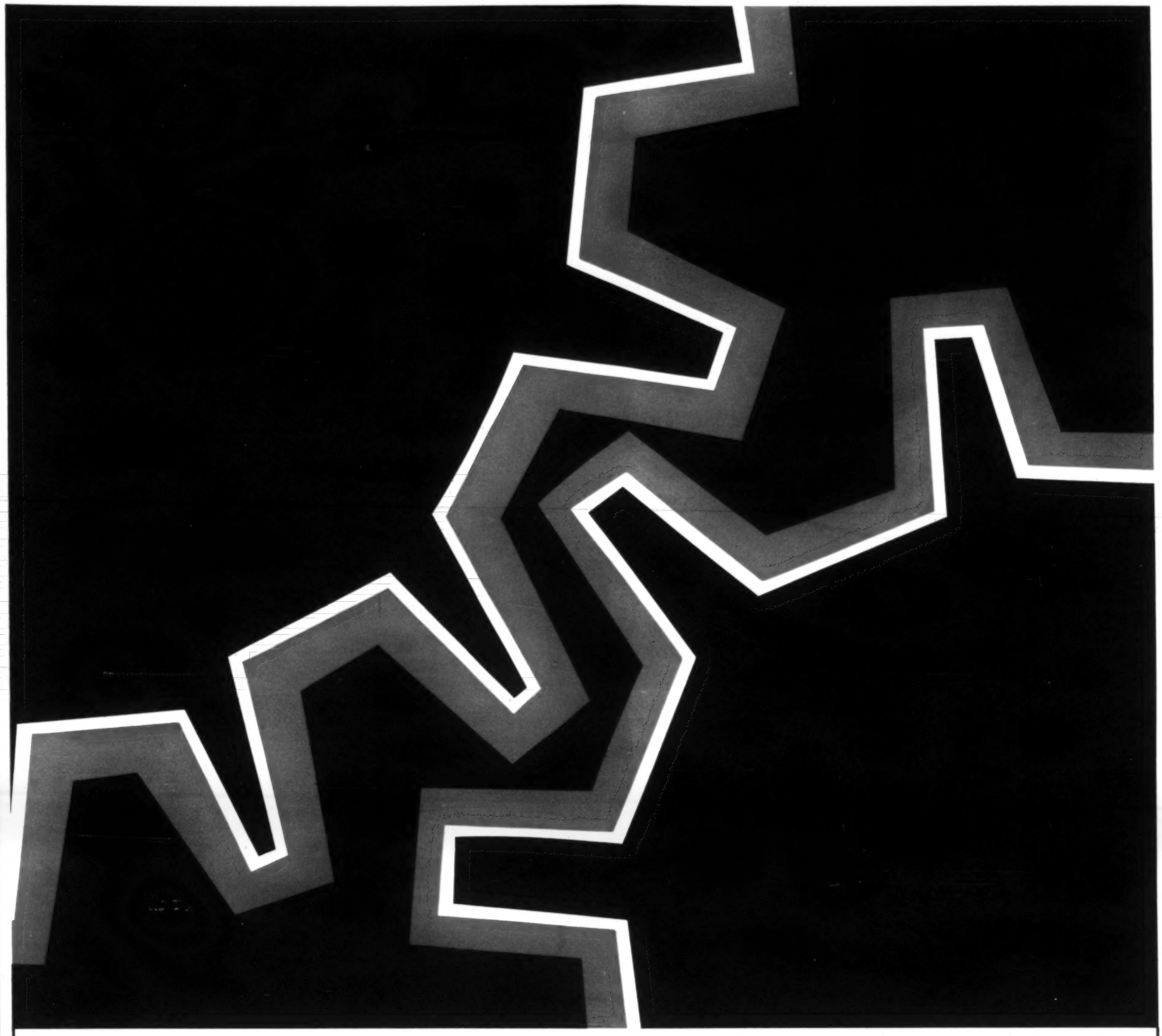
Pittsburgh	11	54	64,035	46	62,723	42,529	17,066	2,721	407	6,332	2,607
Cincinnati	12	46	43,401	40	42,769	32,673	9,103	918	75	4,643	1,372
Milwaukee	13	54	41,814	43	40,684	32,743	6,333	1,310	298	4,817	1,130
Newark[1]	14	69	29,841	56	27,729	21,522	5,297	827	83	3,221	1,418
Dallas	15	62	27,818	45	25,794	19,976	5,065	569	184	2,960	864
Houston	16	48	25,950	38	24,755	18,036	5,159	1,155	405	2,776	830
Kansas City	17	46	23,432	41	22,849	18,737	3,604	457	51	3,053	896
Baltimore	18	55	21,725	44	21,457	17,409	2,902	869	277	2,550	606
Seattle	19	39	21,229	32	20,822	16,276	3,900	487	159	2,465	571
Buffalo	20	43	20,315	33	19,355	14,852	3,932	492	79	2,293	703
Atlanta	21	36	20,218	27	18,792	15,754	2,778	229	31	2,374	425
Portland, Ore.	22	40	19,141	34	18,515	14,422	3,696	350	47	2,080	651
Washington	23	49	16,652	44	16,341	12,973	2,283	957	128	2,109	459
Miami	24	50	16,461	35	14,818	12,029	2,235	479	75	1,891	457
Denver	25	43	13,481	34	12,815	10,595	1,736	441	43	1,867	350

NOTE: This report is in terms of establishments. Branch offices are counted as establishments where they are located. Billings of branch offices are credited to the area where the office is located.

[1]New York and Chicago are reported here under the same Metropolitan Area definition used in 1954, in order to assure comparable figures. [2]Newark was formerly part of the New York-N. E. New Jersey metropolitan area. D—Omitted to avoid disclosure.

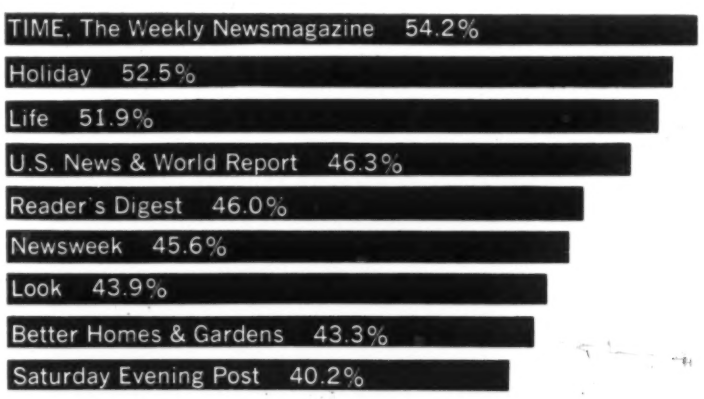
Tuttle Morris Watts Cole Farran

EXHIBIT—*Among the 300 Cleveland art, agency and advertising personnel who attended the first annual advertising art and design exhibition presented by the new Cleveland Academy of Advertising Artists were Kirk C. Tuttle, vp and manager, Fuller & Smith & Ross; E. Theodore Morris, chairman of the board, Meldrum & Fewsmith; Robert W. Watts, president, Duffy, McClure & Wilder; Robert Cole, vp and manager, McCann-Marschalk; and Charles Farran, president, Griswold-Eshleman Co.*



TIME is the shape of the manufacturing market

Circulation concentration in the top 100 counties for MANUFACTURING EMPLOYMENT



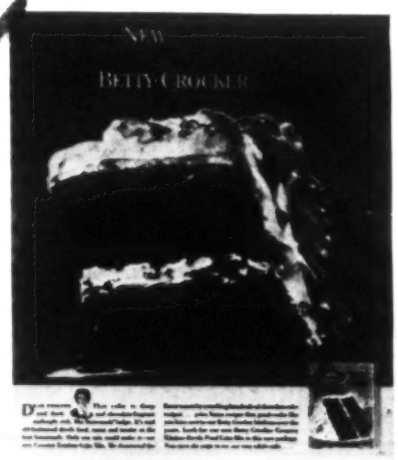
SOURCES: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports—TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Just 100 of America's 3,070 counties account for over 61% of the nation's manufacturing employment. And TIME concentrates more of its circulation in these top industrial counties than any other magazine with over half a million circulation. No wonder TIME readers are your best customers for all kinds of industrial equipment and services!

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

how Betty Crocker



'SPECTACULAR SUCCESS'

General Mills Leads Parade of Cake Mixes

"Truly phenomenal," Wallace E. Brown, product manager for General Mills, said. He was referring to how Betty Crocker cake mixes moved from third to first place in share of market, when the so-called "media mix" was forgotten and advertising was concentrated in Sunday supplements.

Action followed publication of a six-page four-color "spectacular" in *Family Weekly*, *Parade*, and *This Week*, last fall. Cake frostings by Betty Crocker captured 50% of the trade because of the same print push, and American Dairy experienced a run on its whip because it was mentioned in one of the recipes.

* * *

Pulling ad funds from other sources, General Mills concentrated in the newspaper supplements. The two big-gun ads cost approximately $650,000 for space with discounts.

Advance sales work got the mixes displayed in stores. Then the readers went out and bought them in quantities that reversed the sales pattern.

Back in 1947 when General Mills brought out ginger cake mix and started going into layer cake and angel cake mixes it really had a "corner" on the market. But by the early part of 1959 it began losing its position. Procter & Gamble had bought out Duncan-Hines and had moved into first place, with Pillsbury's mixes second. General Mills called in Market Research Corporation of America for a "consumer profile" on cake and frosting mixes and matched it with a "media evaluation study." Changes were made in product, package and advertising approach.

In advertising, it was determined that the supplements were both important and economical. Supermarkets were allowed a 25¢ per case ad allowance for local promotion. A large amount of tie-in black-and-white advertising resulted, giving the "spectacular" a one-two punch.

In August General Mills moved record shipments of mixes to retail outlets. Orders came from all over the country, where field men had been active merchandising the ads.

As an example, the Madison, Wis., area representative chalked up a 300% sales increase, because he personally went from store to store and helped to set up displays.

The supplements ran surveys on the Betty Crocker ads they carried. All received high Daniel Starch and Staff ratings among men and women readers.

In a Starch study of This Week readership, 60% of those reached still had on hand copies of the magazine when interviewed; 56% expected to pick up and read it again; 20% intended to save it indefinitely; 45% planned to clip out some of the articles.

Of those housewives who had not previously used Betty Crocker, 62% said they were going to try it.

Editor & Publisher for December 24, 1960

GETS CLOSE TO 5,128,595 MIDDLE MARKET FAMILIES

6 PAGE FULL-COLOR SPECTACULAR IN FAMILY WEEKLY HELPS BETTY CROCKER CAPTURE LARGEST SHARE OF CAKE MIX MARKET!

In a significant shift in media strategy, General Mills used Sunday magazines as a spearhead. The purpose—to unleash a powerful, one-shot advertising spectacular for Betty Crocker cake and frosting mixes. Selected to unfold this six page, four-color ad were *Family Weekly*, *Parade* and *This Week*.

From the moment the complete program was put into effect sales climbed steadily to where Betty Crocker today ranks as the country's fastest selling cake mix line.

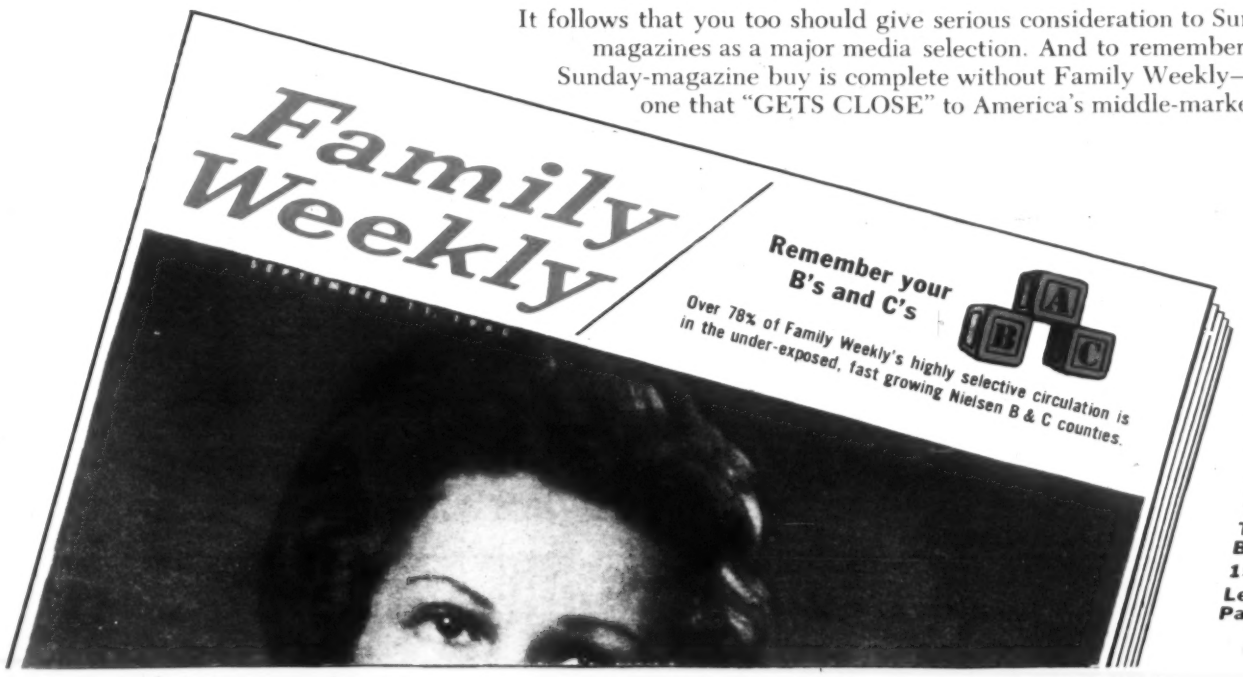
A SELECTIVE, VIRTUALLY UNDUPLICATED MARKET

Could this success story have been written without the Sunday magazine? Not in the 194 middle markets of *Family Weekly!* The best any other magazine—or any group of magazines—could expect to deliver is a mere fraction of *Family Weekly's* vast audience. Even the best TV "buys" fall far short of this market dominance—in many cases by-passing *Family Weekly* markets completely.

STRONG LOCAL MERCHANDISING

Family Weekly places Betty Crocker cake mixes CLOSE to the tables of 5,128,595 families—with national exposure in a $7.7 billion food market that accounts for over 15% of all U.S. food sales! It's a market in which dealers have demonstrated remarkable cooperation with national food promotions . . . as General Mills will attest in the number of tie-in ads in *Family Weekly* newspapers and the all-out use of participating display material.

It follows that you too should give serious consideration to Sunday magazines as a major media selection. And to remember, no Sunday-magazine buy is complete without Family Weekly—the one that "GETS CLOSE" to America's middle-markets!


Family Weekly
Remember your B's and C's
Over 78% of Family Weekly's highly selective circulation is in the under-exposed, fast growing Nielsen B & C counties.
A
B
C

Family Weekly

now reaching over 5 million families weekly
THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED IN SUCH DEPTH BY A SINGLE ADVERTISING MEDIUM
153 North Michigan Avenue, Chicago 1
Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director*

This Big 5th serves 750,000 consumers

Buy El Paso, big 5th city of Texas, and you buy the nation's largest trading area! Population? A whopping 750,950 in southern New Mexico; West Texas, and Juarez, Old Mexico, who look and listen to El Paso for buying news. Retail sales? A sky-rocketing half-billion dollars. Effective buying income? Better than three-quarters of a billion dollars. These are the figures that put the El Paso market well within the nation's *top fifty!* When you buy the Big 5th, you reach 750,950 people who want what you've got to sell. You'll like the sales taste of the Big 5th. Bottle up this population-popping, sales-soaring Southwestern market! Buy the Big 5th . . . El Paso, Texas.

EL PASO BROADCASTERS: KELP-TV/KELP/KHEY/KINT/KIZZ KROD-TV/KROD/KSET/KTSM-TV/KTSM/XEJ-TV/XEJ/XELO

Nielsen Network TV

Two Weeks Ending Jan. 22, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Inaugural Ceremonies (Purex, NBC)	25,092
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	19,464
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	18,572
4	The Untouchables (Armour, L & M, Whitehall, Beecham, ABC)	17,447
5	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	17,400
6	Bob Hope Buick Show (NBC)	16,978
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	16,790
8	The Gershwin Years (General Electric, CBS)	16,696
9	77 Sunset Strip (Several sponsors, ABC)	15,618
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	15,524

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Inaugural Ceremonies (Purex, NBC)	53.5
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	41.5
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	39.6
4	The Untouchables (Armour, L & M, Whitehall, Beecham, ABC)	37.2
5	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	37.1
6	Bob Hope Buick Show (NBC)	36.2
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	35.8
8	The Gershwin Years (General Electric, CBS)	35.6
9	77 Sunset Strip (Several sponsors, ABC)	33.3
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	33.1

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,588
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	16,181
3	The Untouchables (Armour, L & M, Whitehall, Beecham, ABC)	15,102
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	14,914
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,586
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,398
7	Bob Hope Buick Show (NBC)	14,070
8	The Real McCoys (Procter & Gamble, ABC)	14,070
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,742
10	Dennis the Menace (Kellogg, Best Foods, CBS)	13,695

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	37.5
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	34.5
3	The Untouchables (Armour, L & M, Whitehall, Beecham, ABC)	32.2
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	31.8
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	31.1
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	30.7
7	Bob Hope Buick Show (NBC)	30.0
8	The Real McCoys (Procter & Gamble, ABC)	30.0
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	29.3
10	Dennis the Menace (Kellogg, Best Foods, CBS)	29.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities.

THE JOURNAL AND SENTINEL'S BETH TARTAN AGAIN WINS TOP FOOD WRITING AWARD!

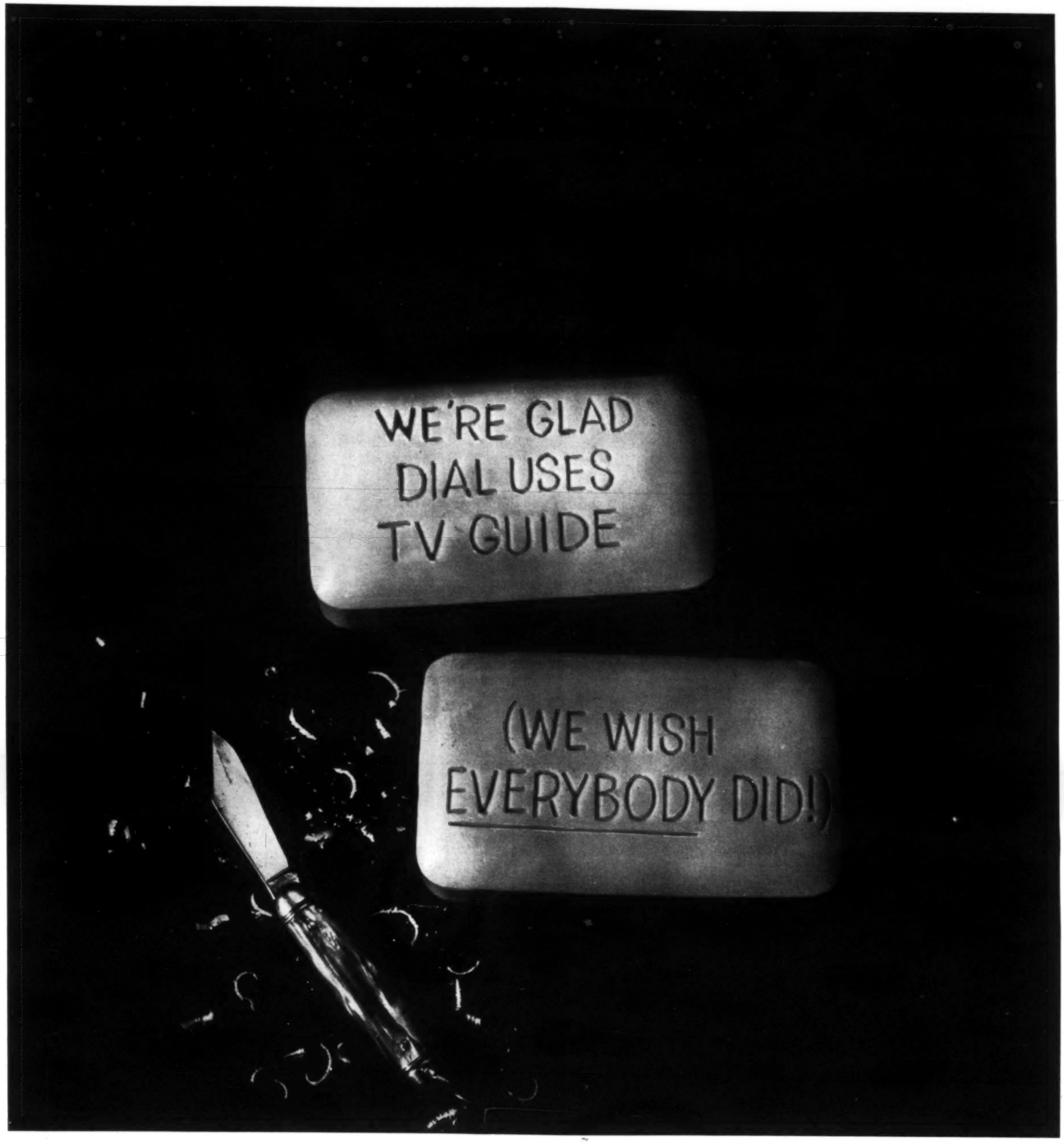
Beth receives her second American Meat Institute Vesta—her fourth national award

For outstanding presentation of news and features about food, Beth Tartan has just been presented another first place Vesta award from the American Meat Institute. As a graduate home economist, cook-book author, lecturer and full time newspaper writer, Beth Tartan presents over 4200 lines of food news every week . . . to make the Journal and Sentinel the most important source of food buying information in Winston-Salem and Northwest North Carolina. If you've got food products to sell, the place to do it is the Journal and Sentinel!

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.



WITH THIS COUPON
SAVE 5¢
on the purchase of 3 bars
DIAL SOAP
TEAR OFF this coupon and redeem it at your store TODAY!
The Dial ads you see
leave out some interesting things
For instance, have you heard about Dial's new-found ability to destroy Staph germs!

It is significant, we think, that Dial ran this ad and coupon in TV GUIDE. For it reflects recognition by another major advertiser that TV GUIDE is the most efficient magazine for mass coupon distribution . . . and his appreciation of the fact that TV GUIDE is sold where his product (and yours?) is sold. Each week nearly 4,000,000 of TV GUIDE's 7,250,000 copies move through some 65,000 food and drug outlets coast to coast!

Dial also ran this ad in Reader's Digest. Like other perceptive advertisers, Dial sees that America's best-selling weekly and best-selling monthly are "naturals" together . . . delivering more circulation than Life, Look and the Post combined. And why not? Can you think of a better way to multiply your sales message by 19,000,000?

BEST-SELLING WEEKLY MAGAZINE IN AMERICA

TV GUIDE

THE PURSUIT OF QUALITY — OUR CONSTANT DEDICATION

HM HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*

4043 NORTH RAVENSWOOD AVENUE, CHICAGO 13 EASTGATE 7-9220

Stanton Joins Neale

Richard Stanton has joined Neale Advertising Associates, West Los Angeles, as a special marketing and creative consultant. Mr. Stanton has been a consultant to four Southern California companies on new products and test marketing operations during the past year. Before that he was a vp of Erwin Wasey, Ruthrauff & Ryan.

Curtiss Adds Wheaton

Wheaton Van Lines, Indianapolis, moving company, has appointed Curtiss, Quinlan, Keene & Peck, Indianapolis, to handle its advertising. Poorman, Butler & Associates, Muncie, Ind., is the former agency of record.

'Redbook' Boosts Rates, Base

Redbook, effective with its July, 1961, issue, will increase its average net paid circulation base from 3,350,000 to 3,450,000, and will boost its b&w page rate from $12,375 to $13,300.

Toledo Adclub Lets Management Nominate Ads

TOLEDO, Feb. 15—Nominations for the Advertising Club of Toledo's third annual advertising awards were made by top management instead of advertising men this year.

The choice was put to management in an experiment designed to "give management a chance for another look at a company's advertising which will benefit both management and advertising," according to John I. Carr, advertising manager, glass container and closure and plastics divisions, Owens-Illinois Glass Co., and member of the club's board. Mr. Carr initiated the program.

■ As a bonus, the club found it received entries from more companies this year than in the previous two: 32 companies entered this time in contrast to 28 the previous two years.

Letters requesting nominations went to management in 242 Toledo companies signed by C. James Proud, president, Advertising Federation of America, who said he believed the experiment was the first in the nation.

■ Winners in the consumer category were:

Kimble Glass Co., a subsidiary of Owens-Illinois, for its tv picture tube replace campaign ("Vidiot") in magazines.

The Toledo division of Kroger Co. for its Tenderay meat advertising in local media.

Blue Cross Hospital Service for its educational campaign in Toledo newspapers.

■ Winners in the trade category were:

Surface Combustion Corp., division of Midland-Ross, for business magazine and direct mail promotion of Kathabar de-humidification system.

Interchemical Corp. (formerly Landers Corp.) for its business magazines and direct mail ads for Versilan fabrics.

The closure and plastics division, Owens-Illinois, for its plastic packaging campaign in business magazines.

■ **Franklyn R. Hawkins,** advertising manager, Libbey-Owens-Ford Glass Co., was presented the club's silver medal as Toledo's outstanding advertising man of 1960. #

CFCF-TV Goes on Air

CFCF-TV Montreal, Canada's newest tv station has gone on the air, controlled by Marconi Corp. of Canada. CFCF, radio station, started regular broadcasting in 1919 when the station was known as XWA. Under a regulation of the Canadian Board of Broadcast Governors, the stations' programming will be 55% Canadian-produced.

Kabateck Joins Torbet, Allen

Jack Kabateck has joined the Los Angeles office of Torbet, Allen & Crane, station representative, as an account executive. Mr. Kabateck was formerly an account executive of Headley-Reed Co., Los Angeles.

Say . . . What About San Jose

POPULATION 642,315

Growth . . . 122% Since '50!

Market research men do double-takes when they check Metropolitan San Jose population growth!

In 1950 the population was 290,547 — now the figure has more than doubled — to 642,315 in '60. Unquestionably, metro San Jose is the fastest growing major metropolitan market in the nation!*

Future? Four out of five recent U.S. government projections put Metropolitan San Jose over a million by 1980!

One fact remains constant in this upward - moving market—ONLY the San Jose Mercury and News can give you complete coverage! Find out how we can help you sell more!

Marks of a Growing Market

Bank Debits — $4,879,371,000
12th Federal Reserve District

Retail Sales — $951,260,000
Est. from 1959, 1961 SM figures

Employment (Dec.) — 242,000
State Dept. of Employment

Population — 642,315
U. S. Census

Construction (11 mos.)—$244,397,000
U. S. Dept. of Commerce

Mercury and News Ad Linage — 54,612,757
Media Records

Sources: U.S. Census; Department of Commerce Projections.

*Standard Metropolitan Areas over 500,000 population

San Jose

Mercury and News

A RIDDER NEWSPAPER

Represented Nationally by Ridder-Johns, Inc.

Up-and-Coming Billion Dollar Market

FREE CRAYONS!

CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.

Write Dept 'P-1' on your letterhead for FREE Samples and details.
ADVANCE CRAYON & COLOR CORP.
136 Middleton St. • B'klyn 6, N. Y.

LITTLE ARTIST

Sizes, shapes and prices to fit any advertiser's budget . . . editorial styling to capture any woman's heart. For fast pickup, you can't beat the '61 Journal at newsstands. Total circulation? New base as of July 1 is 6,700,000. See your local, authorized Journal dealer (space rep, to you) and take a ride in the one that's No. 1 in its field: the Ladies' Home Journal. No. 1 magazine for women . . . No. 1 in circulation . . . No. 1 in newsstand sales.

BUYER'S GUIDE TO THE '61 LADIES' HOME JOURNAL

STANDARD PAGE*

Survey of owners shows that this one regularly gets more s.p.g. (sales per gal) than any competitive make. Four-color: $37,855. Or in black-and-white: $31,490.

DYNAMIC JUNIOR PAGE*

You'll be getting big ad looks—with small ad economy. Automatic readership comes built-in. Four-color: $30,215. In black-and-white: $22,845.

SPORTS HALF PAGE (HORIZONTAL)*

Styled lower and wider than the standard half page model. Four-color: $21,505. Black-and-white: $16,885.

BUG SIZE 1/8 PAGE

A quarter as wide and half as tall as the big ones. Costs about a tenth as much to run. Black-&-white: $4,155.

ECONOMY COLUMN

Test this model in an economy run. You'll find it'll give you top mileage year in, year out. Black-and-white: $8,240.

SUPER HALF PAGE*

This one's the number-one seller in the medium price range. Four-color: $20,835. Or in black-and-white: $16,280.

SPECIAL JUNIOR HALF PAGE*

47.1 sq. in. of usable space inside. Has amazing pulling power for its size. Four-color: $19,965. Black-&-white: $15,210.

LUXURY JUNIOR SPREAD*

The Journal's warm, inviting interiors make this model a honey to look at—and be in. Four-color: $60,430. Black-and-white: $45,690.

COMPACT QUARTER PAGE

Here's the biggest of the compacts. Costs less to buy, and less to run, too. Black-and-white: $8,240.

SMALL ECONOMY JUNIOR COLUMN

Stripped down version of the column model. It's available in 2-tone (black-&-white) only. Costs $7,640.

DELUXE 2-PAGE SPREAD*

Gives you a whole lot more size, more prestige, more inside room than any other model. Four-color: $75,710. Black-and-white: $62,980.

CUSTOM LINE: When money is no object, we'll custom build a one-of-a-kind model to your specs. Almost any size and shape you want. Guaranteed to attract attention.

*Bleed optional at no extra cost as of March. Prices quoted effective July '61 issue—even lower if you buy right now!

When the Journal speaks—women listen

Two-Thirds of Chicago's Biggest eaters are cut off

...from your advertising when you use any single daily newspaper

If you're a food advertiser, take note. You're *now missing* from 66.6% to 80.8%—two-thirds or more—of the *adults* in Chicago's largest families when you use *just one* Chicago daily newspaper. And the big families are the big eaters.

Surprising? Particularly when you consider that more than 7 of 10 of these Chicagoans read a newspaper daily—and use it to help plan their shopping.

The lesson to be learned is obvious. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Sun-Times and Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 54 to 376 more readers per dollar, from 24 to 135 more "large family" readers per dollar than any other 2-paper combination.

*"Chicago NOW," the report on the first Chicago market study conducted in consultation with the Advertising Research Foundation, supplies these revealing figures—plus some important new ideas—about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today.

**Based on 1000 line B/W ad*

TOP TWO FOR THE MONEY

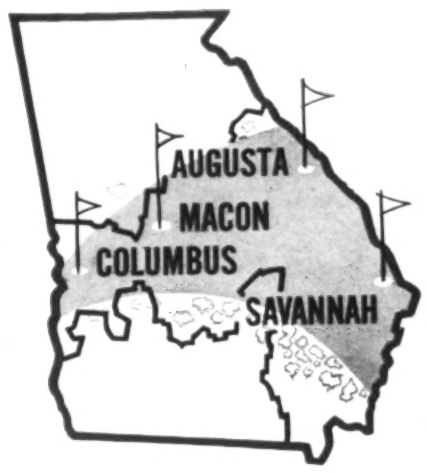
CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO: 401 Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO: Sawyer-Ferguson-Walker Co.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.



Play this $2 billion fairway with the Georgia Group

Win Georgia's great $2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **COLUMBUS** *Ledger and Enquirer* **MACON** *Telegraph and News* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

Kraft, GF, Standard Brands Tie In with Cling Peach Drive

SAN FRANCISCO, Feb. 14—California cling peaches and fruit cocktail will get a "$1,000,000 lift" in April and May from the advertising and merchandising cooperation of three top food companies.

In April, two cling peach salads made with Miracle Whip will be co-sponsored in advertising and store follow-through by Kraft Foods.

In May, General Foods adds Sunday supplement support to the Cling Peach Advisory Board's advertising for a party-size cake made with Betty Crocker cake mix.

■ And again in May and June, Standard Brands will add a dominant magazine schedule to the board's own advertising on a salad dessert made with fruit cocktail, royal peach gelatin and ginger ale.

PEACHY—*Color page in May issues of Good Housekeeping and Ladies' Home Journal will be co-sponsored by Cling Peach Advisory Board and General Foods' Betty Crocker brands. The board will also tie in ads with Kraft Foods and Standard Brands.*

According to Bill Hoard, manager of advertising and promotion for the Cling Peach Advisory Board, "this is the strongest teamwork seen in years for both of the industry's products.

"All three cooperating companies," Mr. Hoard said, "are adding in-store display work to their advertising of the recipe ideas, either with display pieces of their own or with jumbo wire hangers and price markers."

He said, that beginning March 25 and continuing into June, the "Spring Blossom" theme would be carried throughout cling peach and fruit cocktail merchandising. #

Storer Boosts Kelly, Lyons

John D. Kelly, formerly national sales manager of WJW-TV, Storer Broadcasting Co. station in Cleveland, has been appointed eastern sales manager of Storer Television Sales, the company's new representative arm. George U. Lyons, previously national sales manager of WSPD-TV, Storer's Toledo station, has been named midwestern sales manager for the representative.

Tidy House Promotes Three

Charles R. B. Little, sales manager of Tidy House Products division of Pillsbury Co., Shenandoah, Ia., has been promoted to products marketing manager. Ben Swis, formerly a district sales manager, succeeds Mr. Little as sales manager. In another move, Ron Salmons was named assistant to Sam R. Zaiss, advertising director.

...when she's ready to buy, she turns to the Yellow Pages

Advertise in magazines, newspapers, TV or radio? You belong in the Yellow Pages, too. It's the last link in your advertising chain. Reaches your customers right when they're ready to buy.

Now National Yellow Pages Service helps you run *selling* advertising in the Yellow Pages – ads that back your national or regional campaign.

National Yellow Pages Service also gives you marketing facts and figures that guide you in buying just the right combination of directories to fit your precise markets. Couldn't be easier to buy. One contact, one contract and one monthly bill do it all.

For details on how to complete your advertising chain, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

NATIONAL YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

Top Slice of the Mass Market

In the higher income neighborhoods of New York's mass market, The Mirror is strongest. Weakest in the slums.

Take a tip from New York's retail advertisers, who must get results. See how high among New York's seven dailies they rate The Mirror.

Make The Mirror a MUST!

"Nopacol 30-S"...What kind of a name is that for a girl?

That's my nickname. After all, what would you do if you were a baby chemical? Technically speaking, I'm known as a "polyoxyethylene-fatty derivative"... and who wants to answer to that?

I've got plenty of baby brothers and sisters with names just as funny as mine, too. Think of it... there were 496 brand-new chemicals born in the Chemical Process Industries last year.

What's more, the editors of CHEMICAL WEEK tell me that's the highest birth rate in the CPI market since '55. And we're being born now in 4 to 5 years instead of the old 7-year cycle.

They even published our names in a recent issue—complete with distinguishing characteristics, special abilities and family backgrounds. That's how important we are to CW's more than 46,000 all-paid subscribers.

Pretty exclusive, that CHEMICAL WEEK. For management only... presidents to purchasing agents, top brass to shirt-sleeved plant bosses... all job levels, all functions ... both business and technical, but all "managers."

Really unique... alert and lively as a general newsweekly, but pointed exclusively to management's profit problems. Guess that's why advertisers placed more display pages here last year than in any other CPI magazine.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

Meet with Success at the Stardust!
World's largest resort hotel offers complete facilities for conventions! Great food, magnificent accommodations!
PLUS
LE LIDO DE PARIS
1961 Revue
STARDUST Hotel
LAS VEGAS
1295 DELUXE ROOMS FROM $6
Meeting Facilities for groups from 10 to 1000!
Phone, Wire or Write for Reservations

Planters Sets Newspaper Drive for Planterama Push

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., will highlight its Planterama promotion during National Peanut Week with full-color pages in the March 5 issue of *This Week Magazine* as well as supplements in the *Atlanta Constitution-Journal*, *Columbus Dispatch*, *Louisville Courier-Journal*, and the *Toledo Blade*. Ads are also slated in the March 12 issues of *Parade* and in the *Chicago Sunday Tribune*, *New York Sunday News* and *Philadelphia Inquirer*.

In addition to tying-in with National Peanut Week, the schedule is designed to give a last-minute push to the Planters Oil Contest which ends March 15. Don Kemper Co. is the agency.

Field Joins Cole & Weber

Laurence H. Field, formerly in production-operations with KIRO-TV, Seattle, has been named radio-tv production manager of Cole & Weber, Seattle.

Merchant Meany Blames TV for World's Woes

NEW YORK, Feb. 14—Anthony B. Meany Sr., writer and former head of the Queens Electrical Appliance Merchants Assn., last week singled out radio and tv—and particularly television—as a major source of this country's economic troubles.

"With the American people held captive, spending over two billion hours weekly at their tv sets, our economic system is entirely out of balance," Mr. Meany told the New York Lions Club. "Every system, including the economic, must have adequate, proper circulation to be healthy. Proportionately, when people stop circulating, so does money, the life blood of our economic system.

"Tv, like bad weather, holds people indoors, restrains trade, causes underconsumption, underproduction and unemployment. Our economic system, built on mass production must have mass consumption to complete the economic cycle and fully satisfy the law of supply and demand."

■ Mr. Meany said that for "over 30 years the masses have been held in a vise-like grip, enslaved, controlled and misled by radio-tv home recreation, unaware of the disastrous effect this plague of inactivity and idleness has on our way of life and national security." He called these "trouble makers" the co-agents of communism.

Among the "radio-tv advertising follies" detailed by Mr. Meany were:

- Gas and oil producers supply millions of televiewers with baseball, opera and various kinds of free home entertainment, actually removing the necessity for their products—by keeping cars in garages.
- Soap companies spellbind us in our living rooms, keeping our bodies and wearing apparel cleaner, and soap bills fewer.
- Cosmetic radio dramas reduce the need for more cosmetics by holding us indoors.
- Magazines engage radio storytellers and cut down potential reading time.
- Newspapers donate full pages to radio and tv programs—the archenemy of the printed word.
- Razor blade manufacturers bring the best in sports to our living rooms, eliminating that extra nighttime shave and more blades, if we were otherwise forced outdoors for recreation.
- Clothing and fur makers' radio-tv shows chain us to armchairs and reduce our demand for outdoor apparel.
- Children's programs at home keep them quiet and inactive and decrease the need for more clothes, shoes, bread and other food energy. #

Mathes Adds Account; Names 4

J. M. Mathes Inc., New York, has been appointed to handle office-copier products of Photostat Corp., Rochester. Mathes has appointed Fred Dixon and Henry G. Ohrtman account executives and Gordon Dille a pr staff executive. Mr. Dixon and Mr. Dille formerly were with William Esty Co. Mr. Ohrtman was with Doherty, Clifford, Steers & Shenfield. Dr. Vincent Machi, Mathes research director, has been named a vp.

New Safety Campaign Set

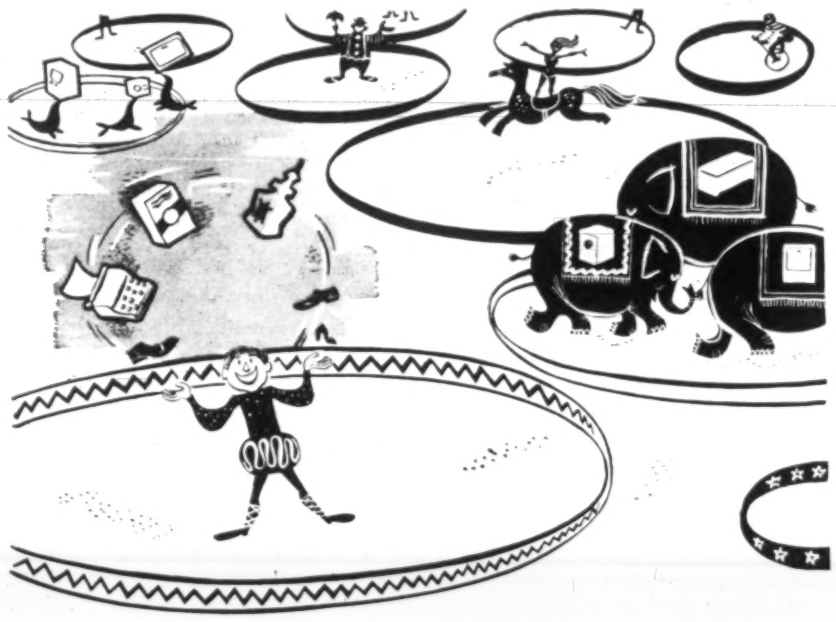
"You're not in control of your car unless you're in control of yourself," is the theme for a new campaign by the New York State Citizens Council on Traffic Safety Inc. Starting this spring, the campaign will feature sports heroes to point out that driving, like big-league sports, demands coolness under pressure and emotional self-control. Benton & Bowles, New York, is the volunteer agency.

Schwager Opens Offices

Martin Schwager has formed a new marketing and media research company, Organization for Creative Marketing, with offices at 5880 Hollywood Blvd., Hollywood. Mr. Schwager was formerly director of research and media of J. M. Straus & Co., Los Angeles.

Hicks Joins Guild, Bascom

Tom Hicks, formerly a copy group head of J. Walter Thompson Co., Toronto, has joined the copy staff of Guild, Bascom & Bonfigli, San Francisco.



How to watch a 1,393-RING
MERCHANDISING CIRCUS
and never miss a thing!

If your product is sold through retail stores the bulk of its sales must necessarily be in the 1,393 cities in which daily newspapers are published.

There is wide variation in the merchandising situation in many of these cities . . . different merchants with different competitive attitudes...varying advertising intensity in behalf of other brands...variable consumer demand and variable brand acceptance in trade areas.

ACB Research Reports enable a merchandiser to determine many of the variables in each market—to exploit the strength and bolster the weakness that his brand may have. All or any part of the 1,393 cities can be covered and each market can then be given the individual attention necessary to best results.

ACB Research Reports are always made to the users own specifications as to territory covered—data contained—frequency, etc. They tell what advertising is running in each city on your brand or competitive brands. From this information important decisions can be made on sales and advertising strategy.

Still other ACB Services are available to give visual sales tools to salesmen . . . to scout new developments . . . advertised price reports . . . special auditing and certifying services on cooperative advertising campaigns and many others.

Send for ACB's Big Tell-All Catalog...

Worth reading from cover to cover—48 pages—and as complete as we could make it. Describes fully each of the 14 ACB services. Gives many case histories. Gives cost of each service or method of estimating same. Has complete directory of all daily and Sunday newspapers. The state breakdown of 1,769,540 retail stores is reprinted from a U. S. trade census.

Send for your free copy today!

ACB reads every advertisement in every daily newspaper

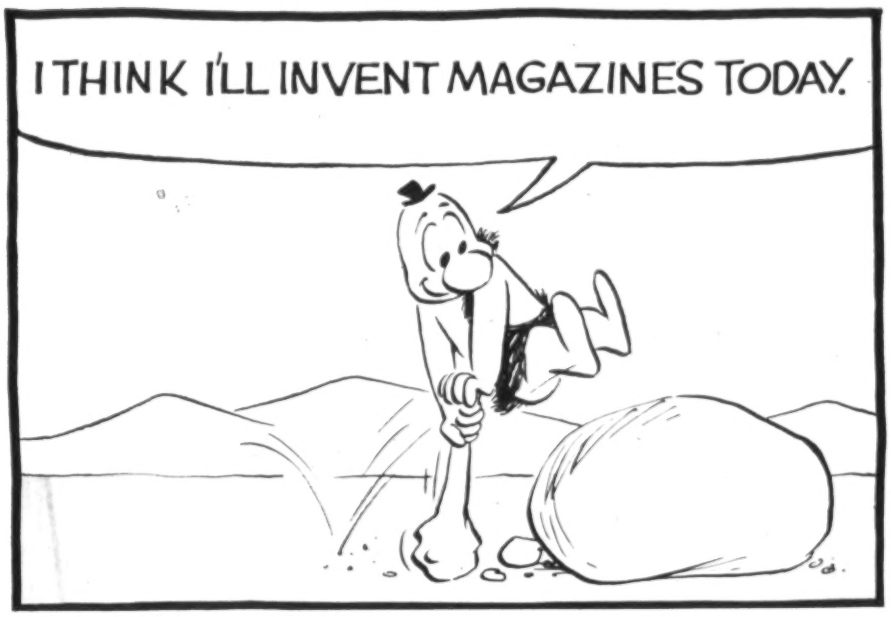
ACB SERVICE OFFICES
353 Park Ave. South • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

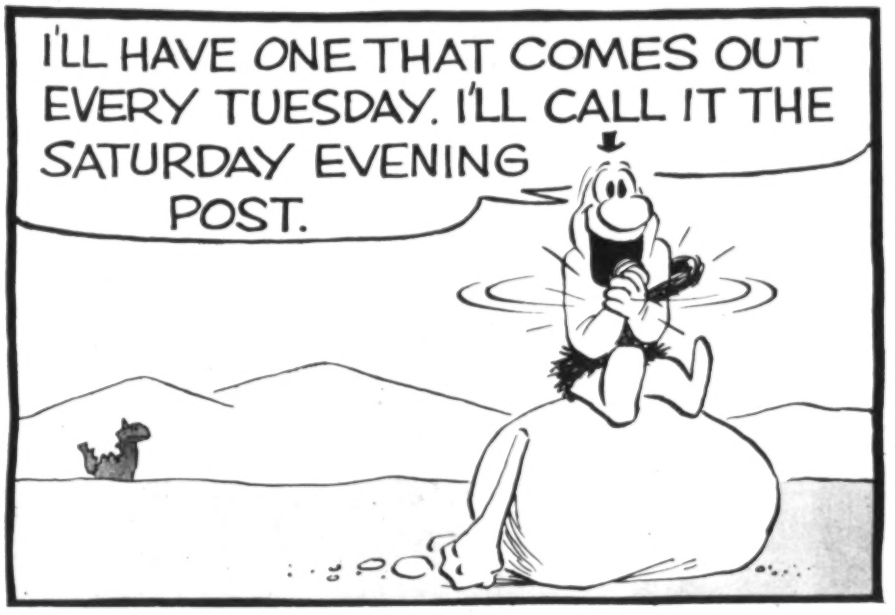
ACB
The ADVERTISING CHECKING BUREAU INC.

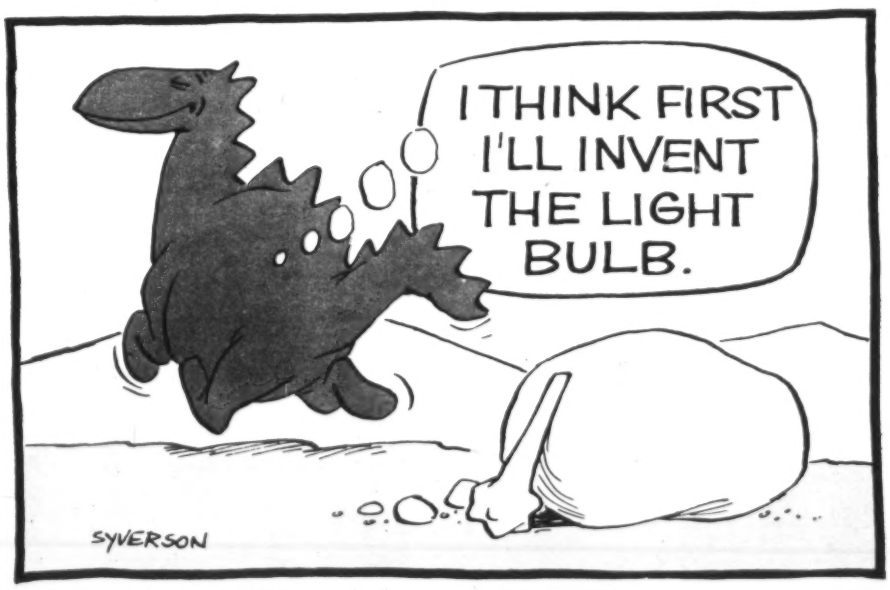
HAVE YOU SEEN THIS AD SOMEWHERE BEFORE?

Sure you did. You saw our prehistoric friend on page 7. We ran this ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. (There's no extra charge for the extra chance to sell.) And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's *willingness to buy your brand*.

No other magazine in the general weekly field gives you as many selling opportunities as The Saturday Evening Post. That's why your advertising in the Post hits harder. Sticks longer. Sells better.







Post readers have money. (The highest median income in the general weekly field.) And Post advertisers get the time to sell them. (Your ad page gets millions of repeat exposures in the Post—300 for every 1,000 readers. And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's willingness to buy your brand.) The result of money plus time is sales! Ask Sylvania. (One ad . . . one time in the Post . . . one million dollars in sales.) Ask Scott. (Biggest sales drive in ScotTowel history.) Ask Chun King. Ask Aluminium Limited. Ask Cluett, Peabody. No question about it. The number-one magazine for reading is your number-one magazine for selling!

A CURTIS MAGAZINE

THE SATURDAY EVENING POST

THE INFLUENTIALS' MAGAZINE

Daily Prices on Rise, Nickel Papers Decline: ANPA

For the first time in the history of the industry, less than half of U.S. daily newspapers are selling for 5¢ a copy, according to a rundown on 1960 circulation prices issued by the American Newspaper Publishers Assn. Factors leading to the gradual disappearance of the nickel newspaper are increased production and distribution costs, ANPA said.

According to its survey, 917 newspapers in the U.S. now charge 6¢ to 10¢ per single copy, while the number of newspapers charging a nickel have decreased from 921 to 832 dailies last year. Prices for Sunday newspapers are also on the increase, ANPA said.

it's HOT!
THE YEAR-ROUND MAILING PIECE THAT NEVER FAILS! ANNOUNCE NEW PRODUCTS, STORE OPENINGS, SPECIAL EVENTS, PRICES, INVITATIONS, ANYTHING YOU WANT RESULTS. FREE SAMPLE!
MARVIC ADV. CORP.
861 EQ. MANHATTAN AVE., BROOKLYN 22, N.Y.

Armstrong Realigns Floor Division's Marketing Staff

James H. Binns, formerly floor division general sales manager of Armstrong Cork Co., Lancaster, Pa., has been elected a vp and promoted to general manager of floor and industrial operations. Harry A. Jensen, formerly a marketing manager for the floor division, will succeed Mr. Binns as general sales manager.

Other changes in the division's staff include George F. Johnston to marketing manager of linoleum and Corlon; John R. Baldwin to marketing manager of asphalt and Excelon tile; F. G. Hoylman Jr. to marketing manager of Accolon and felt-base; and O. W. Fenn to marketing manager for sundries and wall and counter covering.

Best Names Kuttner & Kuttner

Best Industries, Chicago, has named Kuttner & Kuttner, Chicago, to handle advertising and promotion for its Best-Vue convex pilferage detection mirrors.

Ford Again Is Top Advertiser in Farm Papers

But $276,381 Cutback Narrows Lead over GM, Which Cut Ads $33,207

CHICAGO, Feb. 14—Ford Motor Co. was the leading advertiser in farm publications during 1960, as it had been in 1959, beating out General Motors Corp., the 1958 leader, by less than $2,000, according to Farm Publication Reports.

Ford spent $1,580,575 in that medium last year, a decrease of $276,381 from 1959. GM, runner-up both years, spent $1,578,844 in '60, a drop of $33,207.

International Harvester remained in third place among leading spenders in farm publications, and American Cyanamid retained fourth spot. Deere & Co. moved from seventh to fifth, boosting its expenditures to $1,016,896.

Rounding out the top ten are Ralston Purina, Chas. Pfizer & Co., Vick Chemical, Firestone Tire & Rubber Co. and Massey-Ferguson, in that order.

The Farm Publication Reports data show that 281 advertisers spent $25,000 or more in farm publications last year, compared with 307 in 1959. The total for these 281 was $36,493,843 in 1960, a drop of $613,161 from their aggregate 1959 total. ≡

Marshall Buys Schaffner

Robert E. Marshall, formerly chief account executive of Claude Schaffner Advertising Agency, New Haven, Conn., has purchased the agency from Mr. Schaffner and has changed the name to Marshall Advertising Agency. Mr. Schaffner is retiring from the advertising field after 29 years as agency owner. The agency will move to 2335A Whitney Ave., Hamden, Conn.

Top 25 Farm Publication Advertisers

1960 Compared with 1959

Compiled by Farm Publication Reports Inc.

Rank by Expenditure	Advertiser	Expenditure 1960	Expenditure 1959	Increase or (Decrease)
1.	Ford Motor Co.	$1,580,575	$1,856,956	($276,381)
2.	General Motors Corp.	1,578,844	1,612,051	(33,207)
	General Motors Corp.	425,074		
	AC Spark Plug	127,650		
	Chevrolet	754,417		
	Detroit Diesel Engine	60,235		
	Frigidaire	99,710		
	Oldsmobile	65,758		
	Pontiac	46,000		
3.	International Harvester	1,461,077	1,330,057	131,020
4.	American Cyanamid	1,190,695	1,146,141	44,554
5.	Deere & Co.	1,016,896	806,672	210,224
6.	Ralston Purina	825,536	839,687	(14,151)
7.	Chas. Pfizer & Co.	597,150	695,935	(98,785)
8.	Vick Chemical	577,183	416,915	160,268
	Vick Chemical	6,740		
	Dr. Hess & Clark	570,443		
9.	Firestone Tire & Rubber	554,511	553,374	1,137
10.	Massey-Ferguson	553,088	768,801	(215,713)
11.	Goodyear Tire & Rubber	487,478	571,355	(83,877)
12.	American Tel. & Tel.	472,757	504,997	(32,240)
	American Tel. & Tel.	315,189		
	Illinois Bell	2,348		
	Western Electric	155,200		
13.	Sperry-Rand	460,737	430,720	30,017
	New Holland Machine	460,737		
14.	Allis Chalmers	449,517	617,623	(168,106)
15.	R. J. Reynolds	441,585	461,386	(19,801)
16.	Champion Spark Plug	440,370	368,229	72,141
17.	Eli Lilly & Co.	420,383	422,845	(2,462)
18.	Nutrena Mills	390,770	268,213	122,557
	Nutrena Mills	264,955		
	Cargill	125,815		
19.	B. F. Goodrich	356,319	275,130	81,189
20.	U. S. Steel	347,940	285,596	62,344
	U. S. Steel	57,002		
	American Steel & Wire	177,007		
	Tennessee Coal & Iron	113,931		
21.	Standard Oil Co. (Indiana)	344,758	323,473	21,285
22.	Kraft Foods	332,028	268,239	63,789
23.	J. I. Case	324,223	971,772	(647,549)
24.	Oliver Corp.	313,078	360,196	(47,118)
	Oliver Corp.	312,200		
	Be-Ge Mfg. Co.	878		
25.	DeKalb Agricultural Assn.	303,217	388,368	(85,151)

Stanley Names Bischoff

Stanley Publishing Co., Chicago, has appointed Richard D. Bischoff, eastern manager, a vp. Mr. Bischoff joined Stanley six years ago.

Siesel Adds Two Accounts

Harold J. Siesel Co., New York, has been appointed to handle advertising for Jacques Jugeat Inc., New York, distributor of Lalique and Daum French crystal. A series in *The New Yorker* is planned. Siesel also has been named to handle advertising for Fox Mfg. Co., Rome, Ga., which bills about $50,000. Bearden-Thompson-Frankel & Eastman, Scott formerly handled the account.

McCann-Marschalk Names Two

Earl G. Tyree, formerly an account service director with Sales Communication, New York, has been named to the new post of vp in charge of sales development of McCann-Marschalk Co., New York. McCann-Marschalk also has named John J. Meskill media director, a position he has held in an acting capacity for about a year.

Rose-Martin Appoints Two

Austin Sands Jr., formerly a vp of McClellan Advertising, a division of Sanger-Funnell, has joined Rose-Martin, New York, as director of the industrial division, a new post. Roy Silver, formerly director of client service of E. D. Gottlieb Co., has joined Rose-Martin as an account executive.

Dorsey Named Art Director

George R. Dorsey has joined Griswold-Eshleman Co., Cleveland, as art director. Mr. Dorsey was formerly art director on automotive accounts at Federman-Adams & Colopy, Cleveland.

Two to 'Nation's Business'

Nation's Business has added two salesmen to its New York office. They are Thomas F. Bauer, formerly with *Suburbia Today*, and William R. Saunders, formerly with Diamond National Corp.

DRESS HER IN MINK at a Squirrely Price

Public favor is a fickle dame who can make or break you. In this rich Cincinnati market, woo her with the most luxurious newspaper coverage of all income groups. The Post and Time-Star offers the largest circulation in Cincinnati, 72% coverage of its families, and one of the lowest milline rates in America . . . $1.71! At a price so utterly squirrely, you can well afford to make it mink every time.

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9-30-60

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates . . .
Only $1.71 on a 200,000 line contract.

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

Ad Clinic #21

(a transparent device to get you to read this Sheraton ad)

by Topp O.D. Tish

Avoid reaching for effect

Use of the vernacular is usually unspectacular, particularly when it is dated. This phrase went out with "Babbitt."

Could this headline possibly refer to fast reservations?

This time you're absolutely right, Topp. What our writer was trying to say is that Sheraton can reserve a room for you practically anywhere in 4 seconds via RESERVATRON, Sheraton's exclusive electronic miracle that links 56 Sheraton Hotels. We also wanted to get across the idea that this is a free service. Out of gratitude, we're offering you (and anyone else who wants it) a free 104-page Sheraton booklet designed to fill you in on Sheraton and, strictly as an afterthought, to help us check the pull of this ad. Write: **Sheraton Corp., Ad Age Ad #21, 470 Atlantic Ave., Boston, Massachusetts.**

The San Francisco Chronicle

is proud to announce that

in the past three years it has

gained more daily circulation

than any other newspaper

in the United States.

TOTAL DAILY CIRCULATION GAINS 1958, 1959 & 1960

San Francisco Chronicle	**Gained 83,659**
Philadelphia Daily News	**Gained 79,080**
New York Times	**Gained 73,458**
Los Angeles Times	**Gained 67,625**

Source: Based on analysis of ABC Publisher's Statements for September 30, 1957, 1960, subject to audit

Along the Media Path

In an effort to emphasize the importance of industry to a community, **WICS**, Springfield, joined with the local Pillsbury plant in staging a Pillsbury Community Appreciation Week. Station activities during the week included special station identifications, personal appearances on local, live programs by Pillsbury plant personnel and a special retail promotion including displays in 24 grocery stores in the area.

• **True** will feature a special apparel promotion centered around a multi-page editorial exposition in its October, 1961, issue.

• **Flower & Garden Merchandiser** is offering a reprint of a 16-page article, "Review of 1960—Preview of 1961," which appeared in its January and February issues. The article is a report on the general economy and outlook for the garden supply industry. Copies, at 10¢ each, are available from Robert K. Jeske, advertising manager, *Flower & Garden Merchandiser*, 543 Westport Rd., Kansas City 11.

• A 28-page section on banks, explaining their services, was published by the **Green Bay Press-Gazette** in its Feb. 3 issue.

• In a move to counteract the decline in the national economy, **WIP** has launched an Operation Optimism campaign, featuring "Buy now in Philadelphia" jingles. In conjunction with the jingles, the station is taping first-person testimonials by business and civic leaders in the area for broadcast. WIP will also make new jingles available to advertisers for use on any station, in an effort to spur an increase in radio, newspaper and tv advertising by local merchants.

• To stimulate buying on Washington's Birthday, the **Philadelphia Inquirer** is publishing a special Washington's Birthday buying issue on Feb. 19 and 22.

• "Numerical Control . . . What's It All About?," an eight-page report, which explains the increasing significance of numerical control to keep plants modern, efficient and low-cost producers, has been published by and is available from **Metalworking**, Cahners Bldg., 221 Columbus Ave., Boston 16.

• The **Washington Post** launched its new rotogravure picture maga-

zine, *Potomac*, in its Feb. 5 issue. The tabloid-size magazine is 75% illustration and is completely local in scope.

• **WRCV-TV**, Philadelphia, has received a Golden Certificate award for "outstanding cooperation and public service in the field of religious programming" from the Lutheran Church, Missouri Synod, and also has received a citation from the U. S. Air Force for its news documentary, "Missile Mission."

• The **Miami News** has published an expanded version of the "Fundamental Keys to Better Grades" series it has been running. The series, written by Dr. Walton Manning, professor of education, University of Miami, shows students how to become more proficient by applying some fundamental keys that will open doors to better grades. The complete 58-page booklet was offered to *News* readers at 10¢ per copy.

AFTER 51 YEARS—*Charles P. Lyding, vp and editor of Thomas' Register, checks the 1961 edition (consisting of four volumes and an index) against the original edition published in 1904. The new Register has 13,000 advertisers. It weighs more than 45 lbs., and lists some 100,000 businesses and 75,000 products in its more than 10,000 pages. The Register, costing $20 per set, will go to about 27,000 subscribers.*

• **Golf Digest** is offering its subscribers membership in its new Golf Book Club which entitles members to four books on golf a year at considerable savings. Bonus offer for new memberships is a copy of Cary Middlecoff's "Master Guide to Golf."

• The **Jamestown Sun**, Jamestown, N. Y., has started publication of a weekly bowling supplement. The eight-page section is distributed every Saturday with the regular edition.

• A 26th annual Progress Edition of the **Spokane Spokesman-Review**, containing a 112-page tabloid magazine on the Inland Empire region

the best thing about The Seattle Times.

Skim off the Cream of the Mass Market

New York's mass market runs from higher-than-average-income neighborhoods to tenement sections.

The Mirror is strongest where incomes are highest.

No wonder the Mirror gained 10,000 readers in three years among New Yorkers owning high-priced cars.

Make The Mirror a MUST!

which the newspaper serves, was published in the Jan. 29 issue of the daily.

• **Puck—The Comic Weekly** sent ceramic mugs in the shape of Dagwood Bumstead's head to advertisers to remind them to use Puck to advertise their products.

• A campaign to encourage greater use of Pittsburgh's mass transit facilities has been launched by **KDKA**, Pittsburgh. Free rides are being given residents each day in a specially decorated "solid gold streetcar." Passenggrs on the specially decorated car become eligible for numerous prizes, including transistor radios and perfume, awarded by KDKA.

• **KTVI**, St. Louis, has erected a four-sided electronic traveling message sign above its studios. Operated on a perforated type system, late news, weather and sports are flashed to viewers in 6' letters seconds after it is received in the station's news room. Under normal weather conditions, the message is legible from a distance of one mile.

CANDY MESSAGES—*Electrical Merchandising Week, New York, sent boxes of candy to 2,500 appliance sales and advertising executives on Valentines Day. Individual candies and heart-shaped cartoon leaflet inside the box told the magazine's story. Creative Group, Appleton, is the agency.*

• An eight-week series of discussions on "Great Decisions 1961"—the international relations problems facing the U. S.—is being undertaken here by small study groups meeting in homes, offices and churches throughout the metropolitan Hartford area. To aid their discussions, the **Hartford Times** is printing each week an article by a local authority on the week's topic.

• An expansion and modernization program to include the installation of a new Goss Headliner Mark II press and a new building addition has been started by the **Santa Barbara News-Press**, Santa Barbara, Cal., and is expected to be completed by November.

• Cash and prizes were awarded on the basis of lucky license numbers, telephone calls and letters by

LUNCHEON MEETING—*J. E. Wilson (left), exec vp, and D. R. Haggart, district sales manager, Shell Oil Co., discuss an all-out local newspaper advertising campaign with Oveta Culp Hobby, publisher of the Houston Post, at a special luncheon meeting.*

WCPO, Cincinnati, on Feb. 4 to mark the third anniversary of "color radio" at the station. During the day station disc jockeys made broadcast calls from designated public phone booths around town offering a $20 bill to the first listener who reached the spot with a fried egg sandwich before the deejay moved on to his next call. #

Moiseyev Magazine Set

A souvenir magazine will be published for the return American tour of the Moiseyev Dance Co. this spring. March 10 is the closing date. Sigmund Gottlober, director of National Theater & Concert Magazines in the national advertising representative.

...is the people who read it

"To the mountains!"

...that is the joy filled cry that echoes from 28,000 or more skiers every week end during Seattle's ski season. Of the four most popular ski areas near Seattle, the closest is 42 miles and the farthest is a scant 120 miles away.

Not only are Seattleites lucky to be near the mountains, but they are also blessed economically. They can afford the gasoline to get there...the special clothes and equipment...the cost of overnight lodging and entertainment.

Seattleites enjoy a spendable yearly income per family of more than $7,000 —more than 10% above the national average...that's why we can say...

"The best thing about The Seattle Times is the people who read it."

The Times' margin of circulation leadership in the total city and retail trading zone has reached 41,985 daily; 58,976 Sunday.

Get your share of this better than national average spendable income. Place your schedules in The Seattle Times.

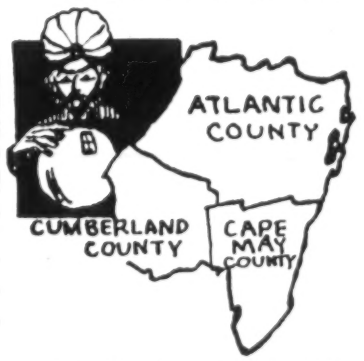
Put your money where the market is—Seattle.
Put your money where the readers are—

The Seattle Times

Represented by O'Mara & Ormsbee, Inc.—New York, Detroit, Chicago, Los Angeles and San Francisco

ANNOUNCING: New General Advertising **FREQUENCY-VOLUME** and **BULK DISCOUNT** Plans. Savings Up to 17% Retroactive to January 1, 1961

Here's the Medium That Gets Results



In the rich three-county market of Southern New Jersey, it's the **PRESS** with a phenomenal increase in circulation that more than matches the rapidly expanding population growth of the area.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

ROLLAND L. ADAMS, President

SCOLARO, MEEKER & SCOTT, Inc. National Representatives

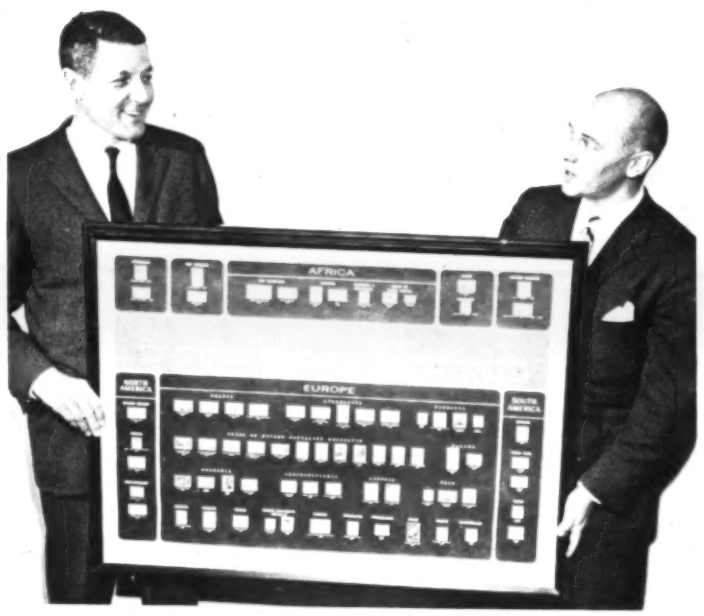
PHOTOGRAPHIC REVIEW

Kerl Holterbosch Harrison Valenstein Marsden Sullivan Leber Katz

NEW HEIGHTS—*Lowenbrau's ad and sales team sits in on the presentation of the 1961 marketing plans in New York. They are Dieter Holterbosch, president; Helmut Kerl, vp, and H. W. Harrison, Herbert Marsden and F. L. Sullivan, area sales directors, of Hans Holterbosch Inc., general importer for Lowenbrau; and Lester Leber, pres, Stanley H. Katz, account supervisor and vp, and Murray A. Valenstein, account exec, Leber & Katz. The Tyrolean hats symbolize Lowenbrau's "climb to new heights in 1961."*

Sharman Gran Christian

RETIREMENT—*Julian Gran, vp and director of media in the New York office of Marsteller, Rickard, Gebhardt & Reed, is retiring after 50 years with the agency. Here he reviews a portfolio of letters on his retirement received from friends with Richard C. Christian, president, and Howard H. Sharman, exec vp in the New York office.*



SALUTE IN STAMPS—*Archer W. P. Trench (left), publisher of American Metal Market, receives a finished version of AMM's display featuring a 34-country collection of stamps about major metals industries advertising in U.S. and foreign markets. The display, handed over by Ray Johnson, exec vp of T. N. Palmer & Co., will go into banks and buildings across the U.S.*

Shipley Straub Fitzpatrick Orr Stevens

AWARD—*An advertising excellence award was given to Studebaker-Packard Corp., South Bend, and its agency, D'Arcy Advertising Co., St. Louis, for ads which fulfilled "the information needs of purchasing executives during 1960" by Purchasing Week. At the presentation were James A. Shipley, Purchasing Week district manager, Chicago; William D. Straub, account executive, D'Arcy; and A. E. Fitzpatrick, manager of fleet sales; James W. Orr, advertising and sales promotion manager; and R. L. Stevens, assistant general sales manager, all of Studebaker-Packard Corp.*

Wallace Weir Susskind Kintner Dorner

MICHIGAN FOUR A'S—*At the left, tv's Mike Wallace, briefs members of the "Meet the Critics" panel program of the Michigan council of the American Assn. of Advertising Agencies. They are Walter Weir, chairman of the executive committee, Donahue & Coe; David Susskind, tv producer; Earl W. Kintner, former FTC chairman; and Prof. Peter Dorner, department of economics, University of Wisconsin. On the right are six of the council's governors: J. L. Thornhill, Campbell-Ewald Co.; Charles Adams, MacManus, John & Adams; John Pingel, Ross Roy-BSF&D; W. M. Carpenter, J. Walter Thompson Co., Charles Rosen, W. B. Doner & Co.; and Gus Bobertz, Clark & Bobertz.*

Thornhill Adams Pingel Carpenter Rosen Bobertz

Wouldn't you like to know...

How Your Advertising Influences Newspaper Readers?

Now, for the first time, your national newspaper advertising will be scored on a composite basis for reader impact in five major markets. This unique readership service is the core of Million Market Newspapers, Inc. new research program which will be inaugurated on March 6th. Working through the facilities of Daniel Starch & Staff, MMN will offer readership scores—"Noted", "Seen-Associated", "Read-Most"—for identical national ads appearing in four or more MMN newspapers during the testing periods. Other areas of research will be explored through corollary questioning conducted during the readership interviews. The questions and answers below will give you a quick summary of the MMN Research Program and the information it will develop. For further information, call your nearest MMN office listed below.

Q. When will the MMN Research Program begin?

A. Interviewing by the Starch Staff begins in all MMN cities on Monday, March 6th, and continues Monday through Friday during the week and other weeks as indicated on the schedule at right.

Q. What advertising will be checked?

A. All national advertising 300 lines or more appearing in four or more MMN newspapers.

Q. What will be reported?

A. "Noted", Seen-Associated", "Read-Most" scores of these ads.

Q. Will scores be affected by position, editorial make-up, market differences or insertion dates?

A. No, because the reported scores are composite scores achieved in the MNN newspapers.

Q. Will findings include only ad-readership scores?

A. No. Through special arrangement, a series of additional questions may be asked during each interview, affording many opportunities for creative research.

Q. May an advertiser or agency see a sample report now?

A. Yes. An initial report, based on preliminary studies, is immediately available through each MMN office. Advertisers studied are listed at right.

Q. How may an advertiser or agency obtain the monthly MMN Starch reports?

A. The first full March report will be offered free to advertisers whose ads appear in four or more MMN papers during the March testing period. Subsequent monthly reports will be available through Daniel Starch & Staff at an established cost.

MMN

Research Schedule of issues to be surveyed by Daniel Starch & Staff in 1961

	S	M	T	W	T	F	S
MAR		6	7	8	9	10	
		20	21	22	23	24	
APR		10	11	12	13	14	
		24	25	26	27	28	
MAY		8	9	10	11	12	
		22	23	24	25	26	
JUNE		5	6	7	8	9	
		26	27	28	29	30	
JULY		17	18	19	20	21	
AUG		7	8	9	10	11	
		21	22	23	24	25	
SEP		11	12	13	14	15	
OCT		2	3	4	5	6	
		16	17	18	19	20	
NOV		30	31	1	2	3	
		13	14	15	16	17	
DEC		4	5	6	7	8	

Scores for these Advertisers are now available

Act of Beauty Cosmetic Creams · Air France · Alcoa Wrap · Belair Cigarettes · Benson & Hedges Cigarettes · Borden's Cheese · Buick · CBS "Armstrong Theatre" · Columbia Pictures · Cadillac · Camel Cigarettes · Chef Boy-Ar-Dee Lasagna · Chesterfield Cigarettes · Chevrolet · Chrysler · Clapp's Baby Fruit Juices · Comet · Corvair Trucks · Corvette · Cunard Steamship Lines · Dowgard Cooling System Fluid · Early Times · Esso Oil Burner · Falcon · Firestone · Ford · General Motors · Goodyear Tires · Haig & Haig Scotch · Holland America S.S. Line · I.L.G.W.U. · Imperial · Kentucky Kings Cigarettes · Kraft Salad Dressing · Ladies' Home Journal · Lancer · Lark · Mercury · Merrill, Lynch, Pierce, Fenner & Smith · Muriel Air Tips Cigars · National Airlines · NBC "Bob Hope Show" · NBC "Donald O'Conner Show" · Oldsmobile · One-A-Day Vitamins · One Wipe Dust Cloth · Philip Morris Commanders · Pontiac · QT Tanning Lotion · Rambler · Reader's Digest · Sante Fe Railroad · Saturday Evening Post · Seagram's Golden Gin · Seagram's 7 Crown · Seagram's V.O. · Snow Crop Orange Juice · Sunbeam Shavemaster · Sunsweet Prune Juice · Trans Canada Airlines · Triumph · TWA Airlines · United States Steamship Lines · Valiant · Wheatena Cereal

MILLION MARKET NEWSPAPERS, INC.

New York 17, 529 Fifth Ave., YUkon 6-3434; **Chicago 1,** 333 N. Michigan Blvd., STate 2-0103; **Detroit 2,** New Center Bldg., TRinity 5-3350;
Los Angeles 5, 3540 Wilshire Blvd., DUnkirk 1-2251; **San Francisco 4,** 111 Sutter St., DOuglas 2-5422

BOSTON GLOBE **MILWAUKEE JOURNAL** **PHILADELPHIA BULLETIN** **ST. LOUIS POST-DISPATCH** **WASHINGTON STAR**

How Ad Week's Impact Was Felt Across U.S.

Don't Over-React to Critics, Foote Tells Clevelanders

CLEVELAND, Feb. 14—Those huckster-badgering authors can't spoil advertising's "great decade of opportunity" in the '60s, Emerson Foote, president of McCann-Erickson, told the Cleveland Advertising Club as it marked Advertising Week.

The public isn't buying their "monumental hoax"—and neither should admen, Mr. Foote said.

"There's no serious danger that these impassioned critics will affect the general public. The only worry is they might affect us," he said.

Calling the bitterest charges of the belittlers "gross exaggerations," Mr. Foote said, "This is not advertising's hour of trial. The future of advertising is not endangered. Advertising is bound to thrive in the years ahead, because advertising is the friend of the people; it makes it possible for them to live better."

■ Mr. Foote named only one book, "The Hucksters," of 1946, and said he would not give any of the other anti-advertising authors any free publicity. But it was obvious he was thinking of several others when he criticized the writers for picturing Americans as wallowing in waste and running amuck "in an orgy of materialism."

Revising this picture, Mr. Foote pointed out that in 1959, on the basis of the latest fully available figures, the average U.S. family had an income of $6,250, before taxes, and 23% of the families had incomes of under $3,000.

"To say that Americans are living gluttonously is a gross libel on the American character," he said.

"We are presently in a period of some recession," Mr. Foote said, "but times of uncertainty are also times of opportunity. Advertising programs that take this into account can provide an important advantage for growth."

Mr. Foote said there's a real danger, though, that admen will over-react to the ruthless criticism, that they will become defensive and will waste time, energy and money replying publicly to many of the criticisms they read.

"We should not allow it to divert us from our main task; which is to help business in this country provide a far higher real standard of living for more people."

Besides, Mr. Foote said, the wave of criticism is a literary fad which will fade out in favor of something else. The charges, based on such rickety premises, are bound to fall of their own weight, he said.

■ A committee of the Cleveland Advertising Club distributed Ad Week promotional materials to all local media.

The Women's Advertising Club of Cleveland commemorated Advertising Week by presenting its inaugural Helping Heart Award for Community Service at a Valentine's Day dinner meeting. Recipient of the award was Mrs. Cora Geiger Newald, a free lance writer. Rep. Frances P. Bolton (R., O.) addressed the group on "The Power of a Woman." Civic leaders were invited for the purpose of fostering better understanding of how advertising works.

Cincinnati

CINCINNATI, Feb. 14—The Advertisers Club of Cincinnati met the Advertising Week deadline with a bang—with its own promotional materials.

Playing a hunch that a lot of the national material would not be available in time—due to the immensity of the job—the Cincinnati admen decided to prepare all of their own newspaper ads, posters, bus cards, etc. They used a variation of the national design and message on their posters. Shortly after AFA's letter announcing that the posters, bus cards, tv film spots, recorded radio spots, etc., would not be available to member clubs until "after Feb. 15" was received, the Cincinnati club had its billboards up. All told, they had some 60 billboards in key locations throughout Greater Cincinnati. About 700 bus cards in Cincinnati and Northern Kentucky carried the same design and message.

Page newspaper ads, designed by the club, appeared in the dailies Feb. 6 and 7, along with news, features and editorials. A two-column, front-page box was carried by the *Sunday Enquirer* calling attention to the opening of the week. An eight-photo spread on women in advertising was used in the roto section of the newspaper.

Some 60 weekly newspapers gave editorial support to the week and carried ads and news-features. Some 200 radio spots were made available by Cincinnati stations, and members of the club's ad week committee took part in two-dozen live tv and radio interviews.

As an added feature, the club had formica plaques made of its revised code of ethics and offered them free to all its members.

Benninger Hurter Scott Petersen Anderson

SURVEY—*Members of the Advertisers Club of Cincinnati check over early Ad Week results Feb. 7. Arlene Benninger clips newspaper stories while Jerry Hurter, president, holds up roto spread; William Scott, Ad Week chairman, displays bus card; Harold Petersen, newspaper committee member, holds one of club-designed page ads; and Al Anderson, ethics committee chairman, contemplates the club's code of ethics supplied to members in plaque form.*

Hartford

HARTFORD, Feb. 14—Admen of Hartford observed Advertising Week with messages in print and air media. Donald Holland, president of the Hartford Advertising Club, was one of the dozens of admen whose statements were broadcast periodically throughout the week on WCCC, Hartford radio station. WDRC, another radio station, contributed 15-minute segments, used by various radio personalities to promote advertising. Both the *Hartford Times* and the *Hartford Courant* provided space for Ad Week messages.

Shreveport

SHREVEPORT, Feb. 14—Honest business men must learn the rules governing their conduct and must comply with these requirements. Because consumer goods marketers and advertisers have more contact with the public than any other segment of the economy, they bear a special responsibility for compliance with the law, with its spirit as well as the letter.

Earl W. Kintner, retiring chairman of the Federal Trade Commission, made these observations at Shreveport Advertising Club's dinner, Feb. 6, marking Advertising Week. About 250 local business leaders heard his address.

Members of the club enclosed specially printed "Advertising—Mass Demand—Mass Production" blotters with all letters mailed to publicize the week. Special stamps with the slogan and circle symbol were used on the outside of all mailings.

Spokane

SPOKANE, Feb. 14—Spokane admen focused public attention on Advertising Week by holding the annual "Advertising Fair" Feb. 10, with an ad display and meetings with college students and business men. The morning panel discussion on ad problems with students, moderated by John R. Ulrich, pr consultant, was followed by an afternoon panel for business men.

Tallahassee

TALLAHASSEE, FLA., Feb. 14—Gov. Farris Bryant proclaimed Feb. 6-11 Advertising Week throughout the state. Florida State University's school of business marked the event with a day of lectures and panel discussions Feb. 7. Sponsors of Advertising Day at the university were Alpha Delta Sigma and Gamma Alpha Chi, professional advertising fraternities.

Panelists discussing their "most challenging problem in advertising" included Peggy Baker, advertising club president and advertising and sales promotion manager, Ivan Allen Co., Atlanta; Auralee Kinsey, ad manager, Sears, Roebuck & Co., Tampa; and Eve Heaney, Newman Lynde & Associates, Jacksonville.

After a banquet, activities shifted again to the business school, where speakers included Edward Cole, ad director, Florida Food Machinery, Lakeland; Robert Ennslin, sales promotion manager, Sears, Tampa; and Bradley Yeager, vp and ad and pr director, Citizens National Bank, St. Petersburg.

Washington

WASHINGTON, Feb. 14—Advertising Week won't be held until early March here.

With Washington just shaking off the impact of a Presidential inaugural, and with so many people busy welcoming appointees of the new administration, the Advertising Club of Washington figured that early March would be a more appropriate time.

The Ad Week chairman, Cody Pfanstiehl, of the *Washington Star*, said that in keeping with AFA recommendations, he's thinking in terms of an Ad Week program which will start in March, and continue throughout the year. For the kick-off week, there will be the usual drop-ins, radio announcements, and speakers at the adclub and other civic groups.

Bryant Westphal Gomez

PROCLAMATION—*Gov. Farris Bryant of Florida presents a copy of his Ad Week proclamation to Carla Westphal, president of Gamma Alpha Chi, and Jorge Gomez, president of Alpha Delta Sigma, co-sponsors of Ad Week events on the campus of Florida State University, Tallahassee.*

Pitluk Picone

AWARD—*Jack N. Pitluk Sr., president of Pitluk Advertising Co., San Antonio, recipient of AFA-Printers' Ink Silver Medal award, and James O. Picone, member of the board of directors, San Antonio Advertising Club, who was head of the selection committee and presented the award.*

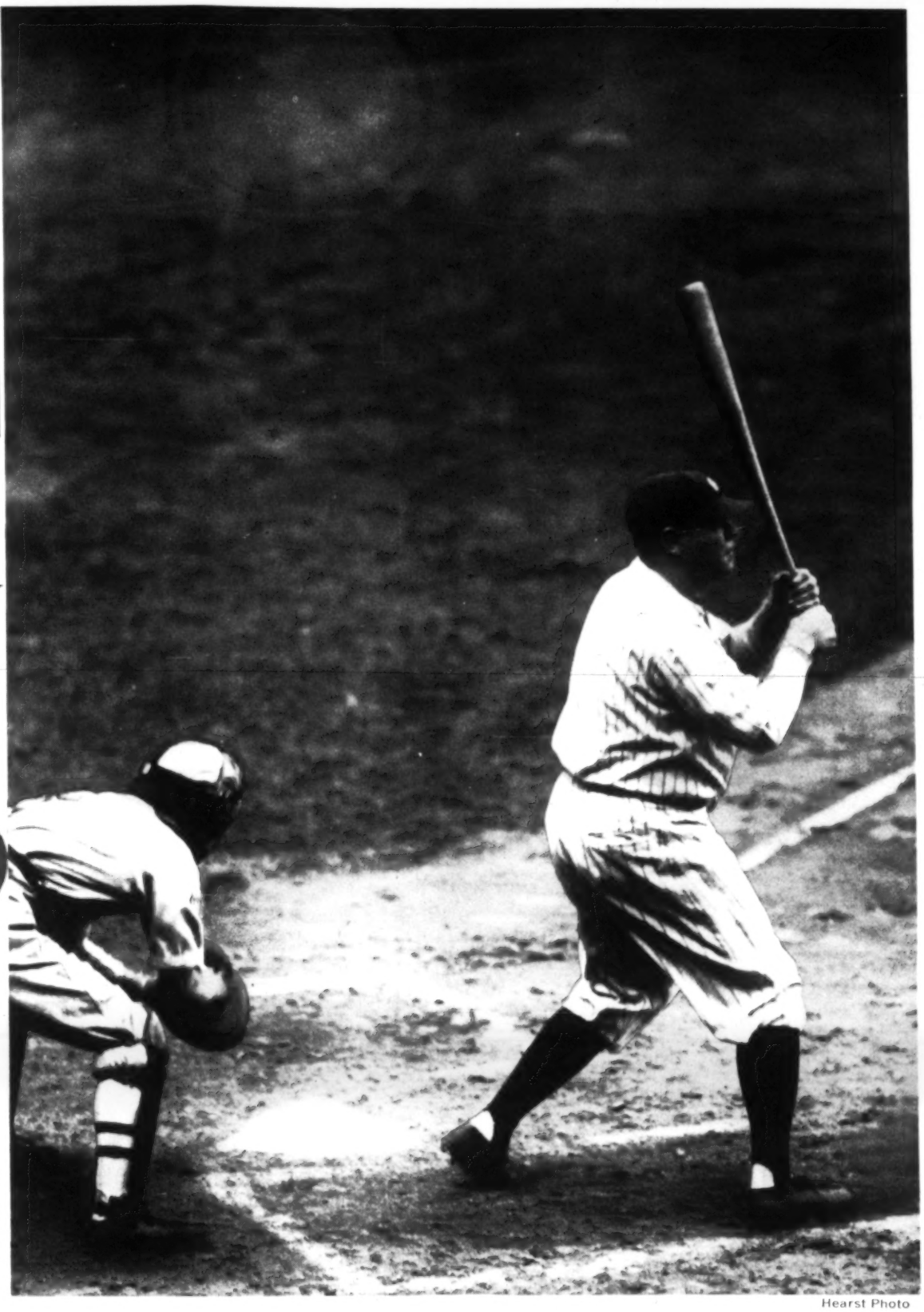
Jacksonville

JACKSONVILLE, FLA., Feb. 14—Over 100 members and guests of the Advertising Club of Jacksonville gathered Feb. 7 to hear an Advertising Week address by James S. Fish, AFA chairman and vp and advertising director of General Mills, Minneapolis.

Presentation of the 1961 Silver Medal award to Stephen H. Fifield, charter member of the club, by Marshall H. Respess, winner in 1960, was a highlight of the meeting. Hadon Burns, mayor of the city, issued a proclamation honoring Advertising Week.

(Continued on Page 56)

WIN THE BIG ONES



How he won the big ones

The Babe belts his record-setting 60th homer of the 1927 season. His big blasts helped the Yankees establish the most enduring dynasty in baseball history.

Hearst Photo

Concentrate where it counts, in the "A" markets

...where 48.8% of general merchandise store sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE ·

There is nothing harder to stop than a trend.

NETWORK	MONDAY THRU FRIDAY	MONDAY THRU SUNDAY
ABC-TV	21.0	20.4
NET Y	16.7	19.2
NET Z	16.7	15.9

*Source: Program Appraisal Supplement to National NTI Report for 4 weeks ending January 22. 1961. Nielsen 24 Market TV Report, Average Audience Sunday 6:30-11 P.M. Monday through Saturday 7:30-11 P.M.

ABC is off and winging again. *Every Nielsen rating thus far this year** continues to show ABC-TV the strong network on week nights and the leader all week.

It figures when you check program performance. The current Nielsen TV Report* gives ABC-TV five out of the ten top shows. And the only two brand new shows to make it in the top ten are My Three Sons and The Flintstones. ABC shows, that is.

The trend in '61 is to ABC-TV

"14 TESTED WAYS TO BUILD SALES AND CUT SALES COST"

1 Get your product into original specifications.
2 Build a cream prospect list for salesmen.
3 Save salesmen's time for selling.
4 Close orders before competition develops.
5 Make your sales story easy to grasp and remember.
6 Reach key buying influences with your story.
7 Inject your product into more buying conversations.
8 Lead dealer salesmen to favor your product.
9 Be recommended by salesmen selling related products.
10 Funnel demand to standard sizes and styles.
11 Sell related equipment with primary purchase.
12 Make it easy for prospects to sell themselves.
13 Inspire confidence in your salesmen.
14 Keep your product sold by assuring proper use.

All of these things can be done by a single Perrygraf Slide-Chart. Thousands can be put to work for the price of a trade paper advertisement. Complete design and manufacture will be done for you by Perrygraf Corporation. SEND FOR FREE BOOKLET TODAY.

product facts at the fingertips

PERRYGRAF *slide-charts*

150-J S. Barrington Ave., Los Angeles 49, California
1500-J Madison St., Maywood, Illinois

Advertising Week

(Continued from Page 52)

Dutson Hazzard Jostedt

HAPPY TRIO—*Genevieve "Hap" Hazzard, Campbell-Ewald account executive and National Advertising Woman of the Year, receives the Purple Garter award from the Women's Advertising Club of St. Louis during Advertising Week. Mrs. Bess Dutson, Ad Week chairman for the club, and Miss Peg Jostedt, club president, make the presentation.*

Seattle

SEATTLE, Feb. 14—Speakers from the Seattle Advertising Club carried the story of advertising to all high schools and most junior high schools in the city during Advertising Week. At Ballard High School, Henry Portin, of Portin Films, demonstrated the making of a film commercial during the school's morning assembly. Students were used as performers in the production. Later the same day, KTNT-TV carried the unusual commercial.

A "Salute to Advertising Week" was included in the Feb. 10 luncheon program of the Seattle Chamber of Commerce, with presentation by Katie Dolan of Prestone Auto Safety Band Wagon.

Pasadena

PASADENA, CAL., Feb. 14—Pasadena admen celebrated Advertising Week with an Ad Fair. Honors awards were presented to students, teachers and craftsmen.

Portland

PORTLAND, ORE., Feb. 14—Oregon Advertising Club, Portland, marked Advertising Week with an all-Oregon Ad Craft Award dinner. The award went to John Buker, exec vp of Botsford, Constantine & Gardner, Portland, for his "contributions to advertising."

Kansas City

KANSAS CITY, Feb. 14—Members of the Kansas City Advertising & Sales Executives Club, marking the beginning of Advertising Week Feb. 6, heard a call for the reconstruction of the adman's public image by John P. Cunningham, board chairman of Cunningham & Walsh, New York.

"Not only have we been badly mauled by fiction, but we have also been damaged by books that pretend to be fact," he said.

Lincoln

LINCOLN, NEB., Feb. 14—The Advertising Club of Lincoln celebrated Advertising Week with a dinner Feb. 8 at which honored guests were the mayor of Lincoln and his wife, and 38 of the 43 senators comprising the unicameral legislative body of Nebraska. Ten of the senators brought their wives with them.

The featured speaker was S. R. Bernstein, editorial director of ADVERTISING AGE. Warren Joyce Ayres, president, Ayres, Swanson & Associates, Lincoln agency, was

IN BUFFALO Realtors and Builders Start the Day Right...in the Morning

The latest 1960 figures are in. And again, the Buffalo Courier-Express leads in linage for several important classifications.

Take real estate, for example—more than six out of ten real estate display ad lines in daily papers were placed in the *Morning* Courier-Express. When you include the Sunday Courier-Express, that figure becomes *eight* out of ten. Here are the linage figures:

COURIER-EXPRESS	MORNING—145,830	SUNDAY—235,887	Source: Media Records 8/60
NEWS	88,498		

A home is the largest single purchase ever made by most families. The newspaper that influences this purchase will influence these families to buy your product, too.

And look at the outstanding position of the Courier-Express in other local classifications: Both men's clothing stores and women's clothing stores, automobile dealers, major food chains, and financial advertisers. You can schedule Buffalo's fastest growing newspaper with complete confidence that your advertising investment will yield handsome returns.

TWO WAYS TO SELL WESTERN NEW YORK

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more dollars to spend, use the Morning Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco

SPRING Flower BULBS
15¢ PER PACKAGE
FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

named silver medal advertising man of the year and given the Advertising Federation of America-*Printers' Ink* medal.

Exhibits of outstanding advertising work by club members were included at the meeting.

Minneapolis-St. Paul

ST. PAUL, Feb. 14—A snowstorm in Pennsylvania kept Max Banzhaf, advertising and pr director of Armstrong Cork Co., from getting to the St. Paul Advertising Club's Advertising Week kickoff dinner here, but it did not keep his speech—in his own voice—from them.

When it became evident that Mr. Banzhaf would be snowbound and unable to arrive for the Feb. 6 event, George Sandell, staff advertising administrator with Minnesota Mining & Mfg. Co., arranged to have Mr. Banzhaf record his speech at the Lancaster, Pa., radio station, and relay it to Mutual Broadcasting System in New York.

MBS piped the speech over a direct line to WPBC, new Mutual affiliate in the Twin Cities, where it was taped and then played at the meeting.

A check for $250 was presented to Robert Jones, head of the University of Minnesota school of journalism, for an advertising scholarship.

■ In Minneapolis, Mayor P. K. Peterson proclaimed Advertising Week. The men's and women's adclubs of Minneapolis saluted the event with a "Gal Friday" luncheon Feb. 9. Mrs. Helen Hallbert, head of the Betty Crocker kitchens, was the speaker.

In both cities, adclub committees distributed mats, storyboards and other Ad Week materials to media. Both clubs also set up speakers' bureaus, which will supply speakers for high schools and civic groups throughout the year.

Philadelphia

PHILADELPHIA, Feb. 14—Advertising Week in Philadelphia, sponsored by the Poor Richard Club, received cooperation of all media, with many planning to extend their promotion of advertising throughout the remainder of the year, according to Robert M. Dillett, president of William Jenkins Advertising and chairman of the week.

Al Paul Lefton, president of Al Paul Lefton Co., received the silver medal award given by the club, Advertising Federation of America and *Printers' Ink*, on Feb. 9. Donald S. Frost, vp of Bristol-Myers Co., addressed the club on Feb. 7.

Ad Week got heavy play from the transportation media, which used 1,300 AFA prepared cards. Thirty 24-sheet posters were displayed by General Outdoor Advertising Co., and 30 poster panels by South Jersey Advertising.

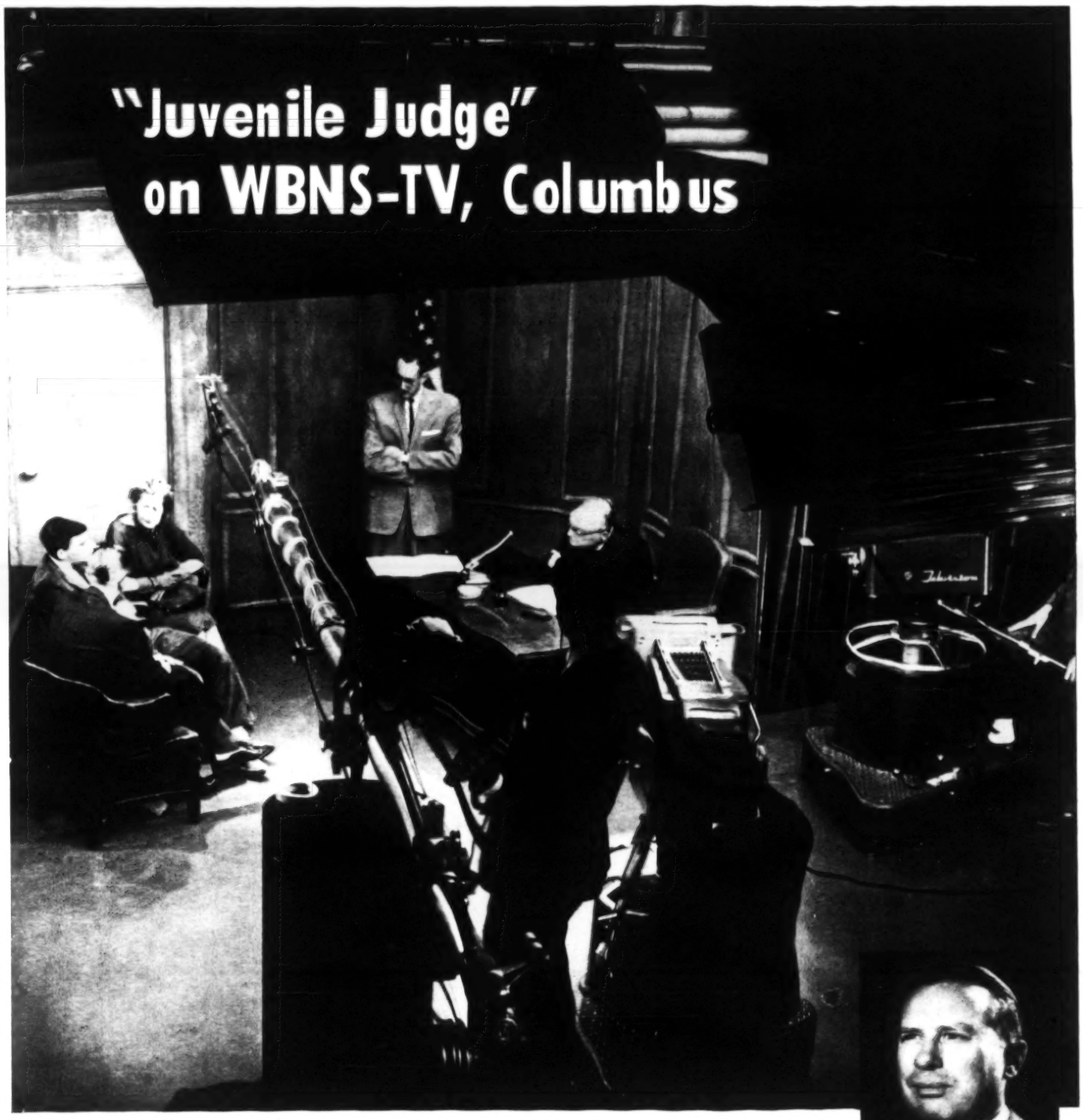
All radio stations fitted spots into their schedules. (AFA was late getting radio transcriptions and tv films. Radio and tv stations have promised to use them when they arrive Feb. 25.) A panel of four local admen talked about advertising on Feb. 6, on the WCAU "Talk to Philadelphia" radio show.

Dallas

DALLAS, Feb. 14—Dallas Advertising League's Ad Week promo-

(Continued on Page 58)

BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
premiums build sales inexpensively.
Hundreds of sizes, shapes and colors.
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO



One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

"Programs like 'Juvenile Judge' are important in fulfilling our responsibility for community leadership, a responsibility we at WBNS-TV feel keenly. From the rapport such programs help to establish with all of Central Ohio, substantial benefits accrue both to us and to our advertisers."

ROBERT D. THOMAS
Director of Sales
Station WBNS-TV

TRAINING GROUND
for Better Citizens

One of Television's most vital values—too frequently overlooked—is the impressive scope and effectiveness of public information programming.

Especially fortunate are those communities where station-management devotes the full power of a carefully-developed Television series to spotlight the problems and further the progress of the areas they serve.

Splendid example of such programming leadership is "Juvenile Judge"—developed and presented by the staff of WBNS-TV, Columbus. In the words of local authorities, it is a series of "incalculable value" in helping younger Americans to understand and shoulder their responsibilities as junior citizens of a great nation.

As a vehicle for commercial communication, the effectiveness of "Juvenile Judge" may well be gauged from continued sponsorship for the third year.

At Blair-TV, watching the impact of creative programming by great stations like WBNS-TV is a constant source of satisfaction. For more than a score of such stations, we are proud to serve as the national sales arm.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

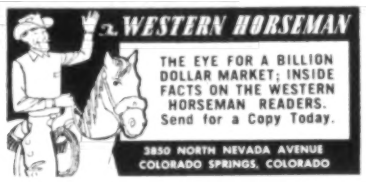
tion, directed by Clifton Blackmon, vp and director of advertising and pr of First National Bank, centered on:

1. Newspaper advertising—10 Dallas agencies each produced a 600-line ad presenting advertising as the "heart of our economy," which ran gratis in the *Dallas Morning News* and the *Dallas Times Herald* Feb. 6-10, under the Ad League signature. The agencies contributed the ads without credit lines.

2. Editorial-writing contest on the subject, "Advertising—a Force for Democracy," conducted among some 400 journalism and economics students in 17 Dallas county high schools. Individual school winners and their teachers were guests at a joint luncheon meeting Feb. 7 of the Downtown Kiwanis Club and the Ad League, where James B. Briggs, exec vp of Erwin Wasey, Ruthrauff & Ryan, New York, was featured speaker. The winning editorial was published in the two metropolitan dailies, as well as in county, suburban and high school papers, and will be entered in the national AFA contest.

3. Black-tie Valentine dinner-dance and advertising musical show, staged Feb. 14. The second annual AFA/*Printers' Ink* Silver Medal was presented to T. L. Jaggars, chairman of the board, Jaggars-Chiles-Stovall, typographers, and corporate director of the Tenth District, AFA.

4. Rotary club luncheon, Feb. 15. Ad Leaguers were invited to hear Earl W. Kintner speak on "Advertising Self Regulation in Dallas—a Challenge to Capitalistic, Competitive Free Enterprise."


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Chesley Stephenson Nikolaisen

BRASS HAT—*Harry W. Chesley Jr., president of D'Arcy Advertising Co., St. Louis, looks on as Dr. William Stephenson, University of Missouri professor and an Ad Week speaker in St. Louis, receives a Brass Hat award from Peter Nikolaisen, president of the Advertising Club of St. Louis.*

St. Louis

ST. LOUIS, Feb. 14—Advertising Week in St. Louis was kicked off Feb. 3 with a 7 a.m. KMOX-TV appearance by Peg Jostedt, president of the Women's Advertising Club of St. Louis.

The club distributed 200 car cards to the St. Louis Public Service Co., for use in all bus and street cars during the entire week.

The men's and women's clubs cooperated in observance of the week. Following the mayor's proclamation, Jack Leach, chairman of the St. Louis Council of the Four A's; Ang Eline Gribler, advertising manager, Prince-Gardner Co.; and George Stemmler, account executive, D'Arcy Advertising Co., discussed advertising in the economic life of the city.

William Stephenson, professor of advertising at the University of Missouri school of journalism, made several radio and tv appearances.

Genevieve Hazzard, Advertising Woman of the Year, the women's adclub speaker during the week, also made radio-tv appearances.

In addition a schedule of spot announcements on advertising and its role in the community was begun on St. Louis radio stations and will be continued throughout the year.

Agencies used lobby displays built around a poster which contained the Advertising Week symbol. A number of agencies also sent speakers to schools.

Internally, D'Arcy Advertising Co. had a special program for its entire personnel during a noon hour when a member of its creative department talked on "Advertising and Its Role in the American Economy."

Charles Burmeister, Lutheran Laymen's League, was Advertising Week chairman of the Men's Advertising Club. Mrs. Bess Dutson was chairman of the women's Ad Week committee. George Stemmler was co-chairman and chairman of radio and tv.

Denver

DENVER, Feb. 14—In spite of the fact that much Ad Week material was not expected in Denver until after Feb. 15, according to Gordon R. Yates, assistant vp of Galen E. Broyles Co. and Advertising Week chairman, the Denver Advertising Club made a "considerable splash and was heard throughout the state."

Mr. Yates credited good cooperation from the Colorado Press Service for widespread publicity, including distribution of 250 mat drop-ins, stories and editorials. These went to every newspaper in the state. Scripts were sent to 120 radio stations. Use of live copy on Denver's 18 stations was widespread. Film did not arrive for the area's 20 tv stations, but slides were issued and used.

Denver's Nike awards were made during the week *(see story on Page 73)*. Door and window stickers—2,000 of them—were distributed.

Both Denver dailies ran Ad Week editorials. Radio-tv interviews numbered more than a dozen. Programs ranged from a few minutes to a five-person hour-long panel discussion. Trade journals, farm papers, and other publications, such as *Tv Guide* (Colorado edition) gave ad and editorial space, and mayors of Colorado cities issued proclamations.

A highlight of the week in Denver was the sixth annual "Spring Tonic" seminar of the Rocky Mountain Council of the Four A's. Speakers included Richard H. Katerndahl, the council's chairman and Denver office manager of Campbell-Ewald Co.; Arthur G. Rippey, secretary-treasurer of the Four A's; Rep. Robert Wilson (R., Cal.) *(see story on Page 3)*; Richard J. Freed, associate publisher and executive editor, *Media Agencies Clients;* Kensinger Jones, senior vp and creative director, Campbell-Ewald Co., Detroit; Robert E. Allen, president, Fuller & Smith & Ross, New York; and Charles F. Adams, exec vp, MacManus, John & Adams, Bloomfield Hills, Mich. (AA, Feb. 13).

New York

NEW YORK, Feb. 14—Advertising Week here is being treated as the beginning of a year-long promotion rather than merely a week-long festivity. For the first time since observance of Advertising Week began, the Advertising Federation of America decided to forego changing Times Square into "Advertising Square." "It seemed unnecessary since the emphasis is now on the long-range idea," the AFA said.

The main emphasis is on the

WAVE-TV viewers have 28.8% more TIRED FACES

—and they buy 28.8% more cosmetics, toiletries and beauty aids in general!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

THE S.E.P. SHORT COURSE

Ph.D.

Pete and Doug, two big agency men, meeting with small client, harry.

A.P.X.

Ad Page Exposure – the first and only media measure that tells clients and agencies what they most need to know. I.E., who sees their own, agreed on advertising page – and how often. Good topic for your next meeting.

Pete, Doug, harry—and you—can get all the facts on APX from The Saturday Evening Post.

CHARLESTON

Is West Virginia's State and Industrial Capital

WEST VIRGINIA as a state has borne the brunt of much "Depressed Areas" news. But all is not bad. Here's an excerpt from the Wall Street Journal, Feb. 1, 1961:

"Economic Bright Spots"

"Many states with depressed areas have other areas where the economic outlook is bright. In West Virginia, for example, some sections have been bringing in new employers—big ones—hand over fist. Most of this has occurred in the Kanawha and Ohio River Valley areas in the western part of the state. Cities such as Huntington, Charleston, Parkersburg and others have provided sites for such companies as Kaiser Aluminum & Chemical Corp., Union Carbide Corp., Goodyear Tire & Rubber Co. and B. F. Goodrich Co. The chemical industry, specially, has been attracted by such things as good water transportation, and the availability of salt and other raw materials."

The Charleston Gazette

Charleston Daily Mail

Sunday GAZETTE MAIL

Charleston 30, W. Va.

Publishers: Newspaper Agency Corporation
Reps.: Johnson, Kent, Gavin & Sinding, Inc.

Conners Hack

BEAUTY AND BRASS—*Betty Conners, radio-tv major at the University of Houston, was elected "Miss Advertising" during the city's observance of Advertising Week. Guest speaker at the Ad Week banquet was Army Lt. Col. Vincent I. Hack. The event was sponsored by the university's chapters of advertising professional fraternities. Members of Houston Advertising Club were the students' guests.*

growing stream of radio-tv spots, newspaper ads, outdoor posters and transit car cards which started last week and is expected to increase later in the month and continue throughout 1961. "A greater use of a greater variety of materials" is expected to result in five billion impressions, a 10% greater impact than last year.

Miami

MIAMI, Feb. 14—An adclub should be an influence for good in the community, or otherwise it has no reason to exist, because busy ad people get about all the social activity they want in their day-to-day work.

The Advertising Club of Greater Miami heard this view Feb. 8 from James S. Fish, vp and ad director of General Mills, Minneapolis, and chairman of AFA, whose address kicked off the club's observance of Advertising Week.

Phoenix

PHOENIX, Feb. 14—Although the Phoenix Advertising Club had not received a complete assortment of AFA Ad Week aids in time, it went ahead last week with a program of three tv panel shows on three stations, mats set for all dailies and weeklies, 10 speeches booked at civic and social clubs, spots pledged by all tv and radio stations, and 28 24-sheet posters and 40 junior spreads pledged. For the bus company, 150 cards were ordered.

San Francisco

SAN FRANCISCO, Feb. 14—Foster & Kleiser displayed 380 24-sheet posters throughout the Bay Area, and Fielder, Sorensen & Davis, transit advertising company, used 3,000 car cards to promote Ad Week. The San Francisco Advertising Club, at its Ad Week meeting, heard the California state director of agriculture.

Columbus

The Advertising Club of the Columbus Chamber of Commerce joined the celebration of Advertising Week with its annual participation in "Inside Advertising Day" on Friday, Feb. 10. Advertising students from Ohio State spent the morning as "tourists" in the offices of various local agencies and advertising departments, and then were guests of the club members at lunch. Speaker at the lunch was S. R. Bernstein, editorial director of ADVERTISING AGE, who warned that in the process of cleaning up advertising there is a danger that advertising will become too soft and too innocuous, and will fail to do its job of making sales.

Look at all three!

Sure—it pays to look and compare—especially when it comes to the quality of work and service. Comparison proves why the most exacting admen insist on the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

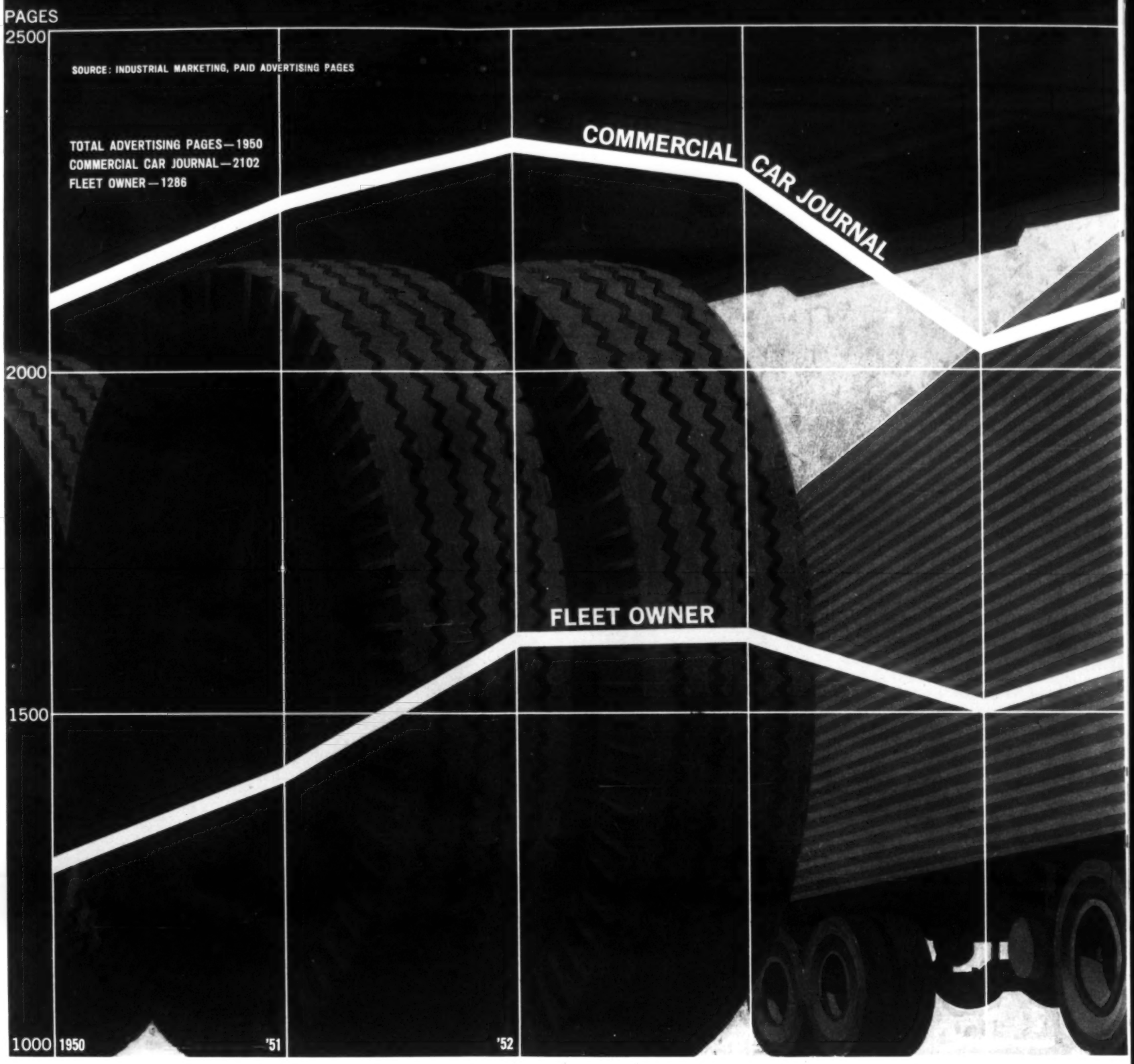
Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you—at no cost or obligation.

Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY



FLEET OWNER now no. 1 in total advertising

FLEET OWNER's continuing gains in advertising pages have been achieved through creative editorial planning, sound paid circulation policies and new effective advertising services.

Editorial strength

FLEET OWNER has the largest, and we believe most competent editorial staff of any magazine serving the fleet market. It also draws on the services of McGraw-Hill's far-flung news-gathering organization—9 domestic news bureaus, 9 foreign news bureaus, 143 correspondents here and abroad.

Editorial innovations

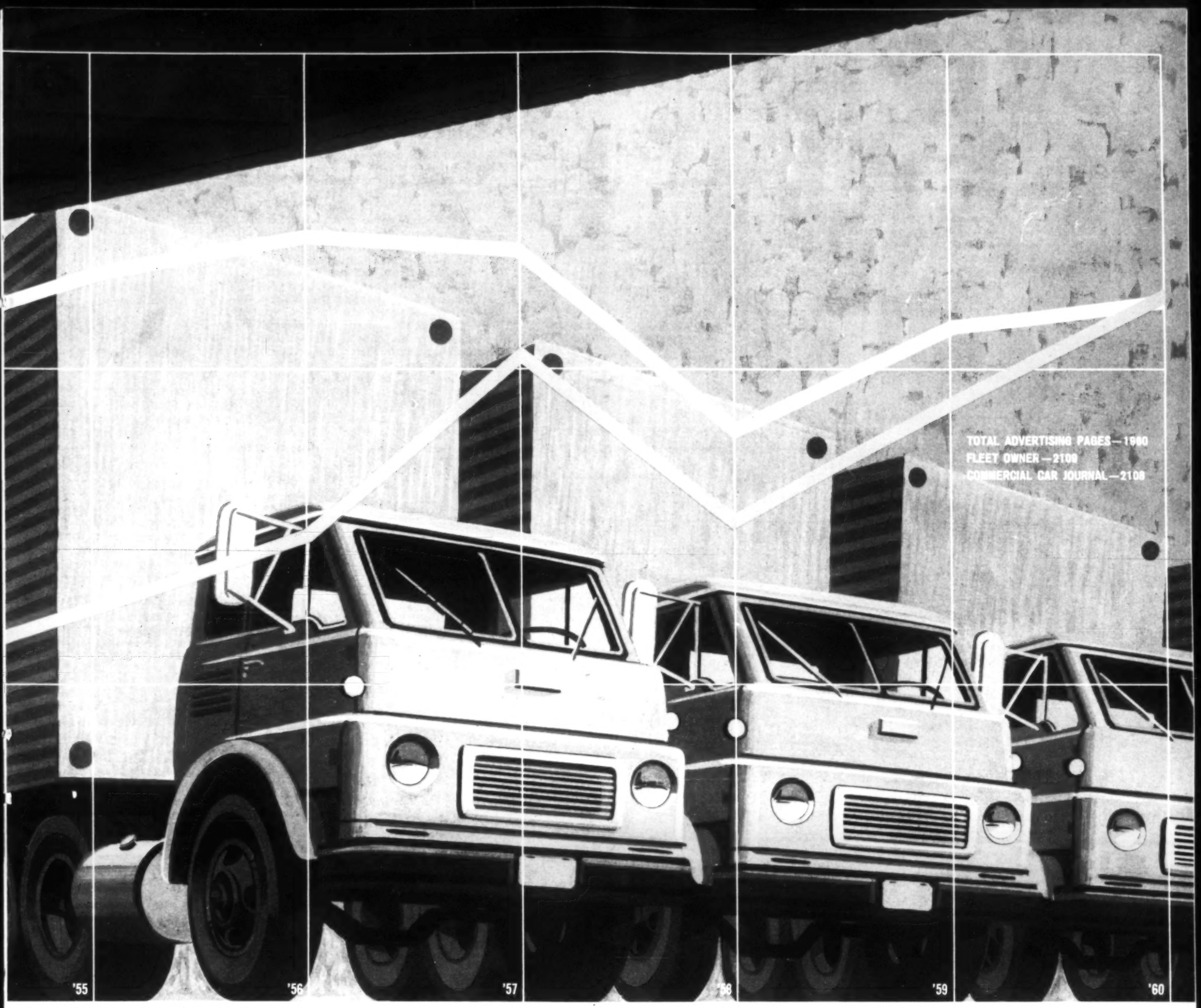
FLEET OWNER has pioneered many editorial innovations in this field, among them late news sections which cover industry trends, fleet labor developments, trends from Detroit, fleet cars, fleet management, idea clinic; special depth studies and management reports; regular nationwide maintenance and operating surveys. FLEET OWNER editorial material is regularly used in university fleet maintenance courses.

Sponsored competitions

FLEET OWNER awards are highly prized and competed for by truck and bus fleets throughout the country: Maintenance Efficiency Awards were inaugurated to help improve maintenance standards; Color Awards stress the importance of color design in vehicle appearance; Management Development Awards offer 15 scholarships annually to management training courses. *FLEET OWNER itself has received two top Jesse H. Neal awards and four 'Industrial Marketing' awards.*

Reader/Advertiser services

No other publication in the fleet field provides such an extensive, reliable series of services to its readers and advertisers: Market Research Programs (which include the services of the McGraw-Hill research department), Sales Newsletter, Reader Service Program, Merchan-



pages in the fleet field

dising Program, Jobber Promotion Program and Regular Advertising Research and Direct Mail Lists.

"Impossible" achieved

When, in 1949, McGraw-Hill purchased FLEET OWNER other publications stated it would be impossible to successfully achieve 100% paid circulation in the field. But the impossible was done! Starting from zero, FLEET OWNER had by December 1950 a paid circulation of 15,524; an audit of this figure by the Audit Bureau of Circulations led to ABC membership in April 1951 and by June 1960, paid circulation had reached 42,474.

The soundness of the FLEET OWNER editorial program is demonstrated by the fact that this growth in paid subscriptions was accompanied by two increases in subscription price and increasing renewal percentages. In fact, more fleet buyers of automotive products pay to read FLEET OWNER today than have ever requested a copy of any other publication in the field, free or paid.

TOTAL ADVERTISING PAGES COMPARISON FO AND CCJ 1950-1960

	CCJ	FO	COMPARISON
1950	2102	1286	—816
1951	2257	1405	—852
1952	2333	1605	—728
1953	2292	1611	—681
1954	2030	1502	—528
1955	2154	1624	—530
1956	2213	1734	—479
1957	2187	2012	—175
1958	1900	1752	—148
1959	2062	1958	—104
1960	2108	2109	+1

SOURCE: INDUSTRIAL MARKETING, PAID ADVERTISING PAGES

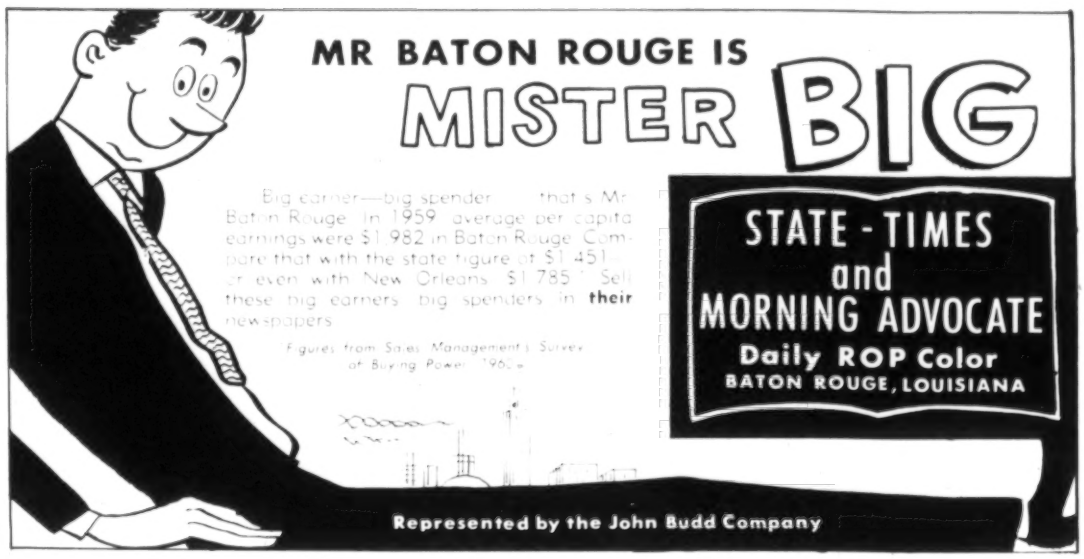
FLEET OWNER

A McGraw-Hill Publication

330 West 42nd Street, New York 36, N. Y.

FLEET OWNER

MANAGEMENT, OPERATION AND MAINTENANCE OF MOTOR VEHICLE FLEETS


MR BATON ROUGE IS
MISTER BIG
Big earner—big spender . . . that's Mr. Baton Rouge. In 1959 average per capita earnings were $1,982 in Baton Rouge. Compare that with the state figure of $1,451 . . . or even with New Orleans' $1,785. Sell these big earners, big spenders in their newspapers.
Figures from Sales Management's Survey of Buying Power 1960
STATE-TIMES and MORNING ADVOCATE
Daily ROP Color
BATON ROUGE, LOUISIANA
Represented by the John Budd Company

Weber Mows Down 'Touchables' Who Give Ads Bad Name

CHICAGO, Feb. 14—All admen must work hard to maintain truth and integrity in advertising if the advertising field is to stay healthy and continue without government regulations, Ray Weber, advertising manager of Swift & Co., said last week.

In a talk before members of Chicago American Legion Post No. 170, Mr. Weber ripped into the "Touchables" who give the advertising business a bad name.

"They're not law breakers or wanted by the police," Mr. Weber said. "They are often commercially and socially acceptable; many are intelligent, shrewd and prosperous business men. But they are Touchable.

"No, they are not dishonest in that they accept payola or share the wealth on that newly publicized basis of 'conflict of interests.' But they toferate trickery in advertising; they permit half truths, evasive, 'tongue-in-cheek' double talk, or downright misrepresentation in advertising.

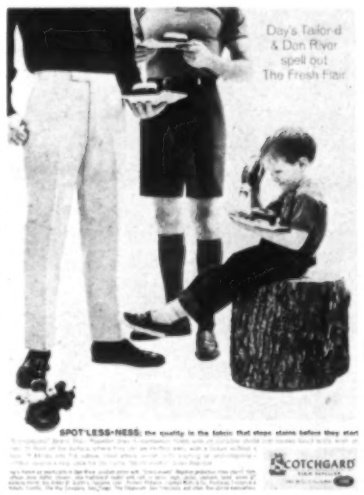
■ "They are proponents of the opportunistic practice of keeping one jump ahead of a cease-and-desist. They say smugly, 'When FTC hollers, we'll change, but we'll have got our story across by that time.' They are Touchable, for verbal sleight-of-hand. They think truth is only for squares," he said.

Mr. Weber went on to say that "advertising cannot be nurtured on a cease-and-desist diet. Truthful advertising needs no artificial additives.

"Touchables, who live by their cunning, have halitosis of their business soul," Mr. Weber charged. "They have communications bad breath. They are the mavericks who escaped branding. They should be branded with the hot iron of truth."

■ Mr. Weber called for individual honesty on the part of all advertising practitioners. "Please don't be offended," he said. "I am making no personal charges. I am only trying to shock you, so to speak, out of what I consider to be the 'let George do it' attitude of the entire advertising industry.

"Too many of us deplore the abuses, and hope that someone will correct them. Someone else, that is. But I place individual responsibility on every one of us, including myself. We have to start in our own shops—in our own minds—with our own daily actions." #


Day's Tailored & Dan River spell out The Fresh Flair
SPOT-LESS-NESS: the quality in the fabric that stops stains before they start
SCOTCHGARD

SPOT CAMPAIGN—*Minnesota Mining & Mfg. Co., St. Paul, will feature the spot-repelling quality of its new Scotchgard fabric in magazines this spring. MacManus, John & Adams is the agency.*

Jill Jessee Adds Perfume

Les Parfums Jacques Fath Corp., New York, newly formed American branch of the French perfume company, has appointed Jill Jessee Inc., New York, to handle advertising and publicity. Four fragrances will be promoted: Canasta, Fath de Fath, Fath's Love, and Green Water. Consumer advertising will start this fall in fashion magazines.

Gioia Appoints Storm

Gioia Macaroni & Specialty Foods, Buffalo, has named Storm Advertising Co., Rochester, to handle its account. Lloyd Mansfield Co., Buffalo, is the former agency.

"Well, we decided one thing, anyhow: we include Huntington-Charleston and WSAZ-TV."

THE HUNTINGTON-CHARLESTON MARKET means two million people with $4 billion dollars to spend annually. It's a *Dynamic Circle* that encompasses 72 counties in 4 states—an area of tremendous industrial might in the heart of this "American Ruhr" region of the great Ohio Valley. The nearly half-a-million TV homes here can be reached by only one *single* medium: WSAZ-TV. For this market was *created* by WSAZ-TV's power and programming. Your Katz Agency man can show you in a hurry why putting Huntington-Charleston and WSAZ-TV on the list is such an easy and logical decision.

WSAZ-TV
HUNTINGTON • CHARLESTON

CHANNEL 3 NBC

WRITE DREY
when you have a mailing list problem.
WALTER DREY, INC.
Mailing List Consultants
257 Park Ave., South, N. Y. 10, N. Y.

Judge Research by What It Discovers, Not by What It 'Proves,' ARF Report Advises

NEW YORK, Feb. 15—Arno H. Johnson, vp of J. Walter Thompson Co. and 1960 board chairman of the Advertising Research Foundation, said in ARF's annual report that it is essential for the foundation to have a program balanced in terms of objectives, as well as in size and duration of projects.

Both short-term and long-range research programs are necessary, according to the report. "In the past, unfortunately," he said, "too much research has been designed and judged by what it proved, rather than by what it discovered.

"Our primary aim in all long-range research should be discovery. We should aim by cooperation and joint sharing of expenses to increase both volume and accuracy of facts about advertising," Mr. Johnson said.

Voluntary contributions of some individual members and their willingness to help underwrite studies or contribute data to be reported to all members was hailed as "perhaps the most outstanding accomplishment" of 1960 by Alcuin W. Lehman, who last year was managing director of ARF and now is its president.

He cited E. I. du Pont de Nemours & Co., which joined ARF in a project on the measurement and control of visual display efficiency; J. Walter Thompson Co., which offered ARF 8,000,000 IBM cards with data from panel interviews with several thousand families; Scott Paper Co., which offered to contribute $2,000 toward ARF tabulation costs in a product group project; and Field Enterprises, which agreed to foot the additional cost of obtaining data for an empirical study of the effect of the not-at-home formula on audience characteristics.

■ Financially, 1960 was a good year for ARF. Estimated balance available at the year's end for future operations was $129,663, remaining from a total revenue of $487,954, according to Frank W. Mansfield, director of marketing research of Sylvania Electric Products and 1960 ARF treasurer.

During 1960, 15 ARF consultations on research projects were begun. If a research project meets published ARF criteria, it is awarded a statement on ARF's participation in the study. Since 1953, ARF has participated in 60.

According to G. Maxwell Ule, senior vp of Kenyon & Eckhardt and chairman of the ARF technical committee, which handles the consultations, the objective of the program is not only to keep ill-planned or poorly reported research from being done but also to increase research quality and variety. Although available to any industry element planning research, the consultation service is used chiefly by media.

The studies conducted with ARF's aid so far represent research spending by media of "well over $4,000,000," Mr. Ule said.

■ Officials of ARF for 1961 are: Arthur H. Hayes, president of CBS Radio, chairman; Frank W. Mansfield, director of marketing research, Sylvania Electric Products, vice-chairman; Alcuin W. Lehman, ARF president; Lyndon O. Brown, senior vp, Dancer-Fitzgerald-Sample, treasurer; Charles K. Ramond, ARF technical director; Cyrus C. Young, director of the ARF development and services department established in 1960; and Gilbert H. Weil, general counsel.

Nine persons were unanimously elected to fill vacancies on the board of directors. They are: Arthur C. Bryan, president of Union Carbide Consumer Products Co., reelected for two years; William R. Farrell, director of marketing services department, Monsanto Chemical Co., reelected for three years; Robert E. Kahl, exec vp, Borden Foods Co., elected for three years; James M. Wallace, vp, N. W. Ayer & Son, elected for three years; Peter Langhoff, vp and director of research, Young & Rubicam, elected for two years; Hugh M. Beville Jr., planning and research vp, National Broadcasting Co., reelected for three years; Donald M. Hobart, senior vp and research director, Curtis Publishing Co., reelected for three years; A. Edward Miller, publisher, *McCall's*, elected for three years; and Edwin L. Sullivan, senior vp, Meredith Publishing Co., elected for three years.

In 1960, 31 organizations joined ARF, the report said. #

Shampaine Boosts Einstein

Shampaine Industries, St. Louis, has appointed Alfred C. Einstein director of marketing. In his new post, Mr. Einstein will have the over-all marketing responsibility for all Shampaine hospital, institutional, medical and dental lines. He will also continue as general sales manager of the lines assigned him in his new position.

McCormick Forms Ad Affiliate

McCormick Associates, Washington public relations company, has established an affiliate, McCormick & Titus, to handle advertising, sales promotion and marketing operations. George R. Titus, formerly a consultant, will be managing director.

Grothe Joins 'Miami Herald'

Howard Grothe has joined the *Miami Herald* as retail advertising manager, succeeding William A. Canady, who has been ordered by doctors to retire from active work for a year. Mr. Grothe was formerly advertising director of the *Baltimore News-Post*.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S Dearborn St. • Chicago 5, Illinois

JERRY LEWIS STARS IN HIS PRODUCTION OF CINDERFELLA. A PARAMOUNT RELEASE

Get in your licks! If high costs are eating up your profits, here's a sweet idea. Without budging a bit on quality, you can cut down costs on catalogs, sales folders and other printed material by specifying Consolidated Enamel Printing Papers. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get the facts and *free test sheets* from your Consolidated Enamel Paper Merchant. He'll be a really big help in sweetening your profits.

Available only through your Consolidated Paper Merchant.

Consolidated
LARGEST ENAMEL PAPER SPECIALIST
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

February Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

January Figures

	Pages Jan. 1961	Pages Jan. 1960	Lines Jan. 1961	Lines Jan. 1960
Weeklies, Bi-Weeklies, Semi-Monthlies (January)				
†Commonweal	13.2	14.0	5.544	5.880
†Cue	58.6	60.8	25.167	26.096
Grit	25.0	25.3	25.033	25.281
††Life	171.9	165.1	116.875	112.292
*Look	128.2	62.6	87.183	42.554
Newsweek	158.3	155.5	66.486	65.310
§†New Yorker	258.6	297.9	110.937	127.786
≠National	258.6	288.9	110.937	123.945
≠Sectional	—	30.9	—	13.267
Presbyterian Life	11.5	9.9	4.837	4.203
The Reporter	47.0	24.4	19.719	10.261
†Saturday Evening Post	133.5	166.4	90.807	113.144
†Saturday Review	96.1	106.1	40.358	44.562
Sporting News	7.0	1.3	7.579	1.445
Sports Illustrated	74.2	71.9	31.192	30.192
**Time	174.3	189.6	73.268	80.104
†TV Guide	80.0	61.6	14.555	11.217
**U. S. News & World Report	167.0	162.0	701	670
Total Group	1,604.4	1,574.4	720.241	700,997
Business (January)				
†Business Week	258.8	307.5	108.725	129.179
Financial World	45.9	44.2	19.280	18.576
Forbes	57.3	66.9	24.050	28.105
Total Group	362.0	418.6	152.055	175.860
Newspaper Sections (II) (January)				
(All other newspaper sections)				
Chicago Tribune Magazine	168.1	164.2	142.931	139.574
New York Times Magazine	217.1	237.3	184.515	201.729
Philadelphia Inquirer	104.0	122.6	88.368	104.179
Total Group	489.2	524.1	415.814	445.482
Foreign (January)				
Life International	87.5	21.5	59.585	14.705
Life En Espanol	50.5	54.3	34.425	36.975
Mexican Edition	53.1	65.3	36.115	44.455
Caribbean Edition	67.5	81.3	45.985	55.335
†Newsweek:				
Pacific Edition	66.0	63.3	27.754	26.598
European Edition	60.2	48.6	24.225	20.437
Reader's Digest:				
Arabic	24.0	27.0	4.368	4.428
Argentine	28.0	30.0	5.096	5.460
Australian	38.7	35.2	7.053	6.416
Austrian	40.0	49.0	7.080	8.918
Belgian	46.5	33.5	8.696	5.863
Brazilian	64.0	52.0	11.648	9.100
British	52.0	54.0	9.672	10.044
Caribbean	34.0	55.5	6.188	10.101
Chilean	16.0	—	2.912	—
Danish	14.0	22.0	2.548	3.740
Dutch	50.5	41.0	9.191	7.462
Finnish	14.0	11.0	2.548	2.046
French	64.0	63.6	11.968	11.142
French-Swiss	28.5	12.0	5.330	2.100
German	76.0	68.0	13.452	12.376
German-Swiss	21.0	20.5	3.822	3.731
Iberian	65.0	54.5	11.635	9.919
Indian	55.0	44.0	10.230	8.008
Italian	47.0	44.0	8.554	7.568
Japanese	33.2	37.7	5.719	6.342
Mexican	34.0	34.5	6.188	6.279
New Zealand	25.5	17.0	4.641	3.094
Norwegian	25.5	20.5	4.386	3.485
Overseas Military	32.0	36.0	5.824	6.552
South African	50.0	58.0	9.300	10.382
Southern Hemisphere	20.0	16.5	3.640	3.003
Swedish	62.0	26.0	11.532	4.836
Time International:				
Time-Atlantic	84.2	92.2	35.350	38.710
Time-Canadian	86.4	87.2	36.260	36.610
Time-Latin American	52.3	63.7	21.945	26.705
*Time Pacific	—	64.9	—	27.195
Time-Asia	62.6	—	26.250	—
Time-South Pacific	41.6	—	17.430	—
††Vision:				
Visao (Portuguese Edition)	107.0	99.0	44.940	41.580
‡Mexican Edition	59.0	79.7	24.780	33.460
‡Spanish Edition	51.0	66.7	21.420	28.000
Total Group	1,989.3	1,849.7	649.685	601.087

†Four issues January 1961; five issues January, 1960. ††Four issues January 1961; three issues January 1960. *Three issues January 1961; two issues January 1960. **Five issues January 1961; four issues January 1960. ≠Not included in totals. §Total represents national advertising plus sectional at a reduced decimal equivalent.

†Four issues January 1961; five issues January 1960.

†Five issues January 1961; four issues January 1960. *Time's Pacific edition was split into two editions—Time South Pacific and Time Asia as of January 1961. ††Four issues January 1961; five issues January 1960. ‡Two issues January 1961; three issues January 1960.

February Figures

	Pages Feb. 1961	Pages Feb. 1960	Pages Jan.-Feb. 1961	Pages Jan.-Feb. 1960	Lines Feb. 1961	Lines Feb. 1960	Lines Jan.-Feb. 1961	Lines Jan.-Feb. 1960
Women's								
†Bride's Magazine	—	—	202.5	226.3	—	—	127,980	143,021
Everywoman's Family Circle	49.5	54.6	86.5	96.2	21,235	23,423	37,108	41,270
Good Housekeeping	77.7	76.5	122.5	135.2	33,335	32,836	52,560	58,013
Ladies' Home Journal	69.2	81.8	116.2	133.9	47,050	55,610	79,008	91,042
McCall's	88.1	79.2	144.2	122.0	59,880	53,830	98,049	82,935
*Parents' Magazine:								
National Edition	62.8	59.1	106.5	101.3	26,957	25,343	45,720	43,428
Metropolitan New York Edition	68.5	64.9	115.4	110.1	29,366	27,847	49,501	47,221
Seventeen	111.3	105.3	153.5	154.3	75,665	71,614	104,380	104,924
Woman's Day	44.2	51.7	70.3	76.0	18,946	22,161	30,168	32,608
The Workbasket	58.7	63.7	86.5	91.6	11,504	12,476	16,946	17,963
Total Group	610.0	636.8	1,204.1	1,246.9	323,945	325,140	641,420	622,425
General								
American Artist	19.0	23.4	49.0	52.6	7,942	9,827	20,592	22,099
American Forests	16.8	20.3	27.1	36.1	7,056	8,526	11,382	15,162
American Legion	16.7	14.3	29.4	30.1	6,995	12,331	6,017	12,655
Argosy	19.9	23.1	36.7	35.9	8,548	9,900	15,777	15,405
Atlantic	44.9	46.0	89.2	75.8	18,871	19,336	37,501	31,840
Christian Herald	32.9	48.2	73.0	79.8	14,131	20,674	31,347	34,256
Columbia	11.9	13.7	22.3	26.6	5,013	5,748	9,392	11,195
Coronet	53.3	75.5	94.3	117.6	9,594	13,590	16,974	21,168
Cosmopolitan	33.6	32.8	60.0	54.4	14,437	14,103	25,746	23,362
Ebony	61.7	70.6	116.3	129.2	41,981	48,014	79,103	87,865
Elks Magazine	17.5	15.1	30.9	26.0	7,534	6,499	13,268	11,200
†Esquire	52.3	58.8	101.9	112.9	35,146	39,514	68,477	75,869
Extension	16.2	16.6	27.4	29.3	11,114	11,448	18,832	20,162
Flying	50.6	66.4	98.7	120.6	21,260	27,913	41,487	50,689
Golf Digest	31.0	26.9	—	—	12,195	10,560	—	—
Gourmet	32.4	35.2	48.5	53.9	13,893	15,110	20,799	23,116
Grade Teacher	48.7	49.2	74.4	72.0	21,458	21,681	32,808	31,746
Harper's Magazine	43.0	42.9	87.3	71.7	18,047	17,997	36,649	30,101
Hi Fi/Stereo Review	54.6	49.6	102.4	89.9	22,932	20,823	42,999	37,753
High Fidelity	60.0	64.3	118.3	131.4	25,200	27,006	49,686	55,188
Holiday	82.7	99.7	168.1	191.3	56,220	67,825	114,339	130,051
Hot Rod	37.1	37.0	63.2	71.2	15,568	15,526	26,530	29,876
Improvement Era	18.3	24.1	36.0	41.7	7,696	10,114	15,133	17,506
Instructor	36.8	40.4	60.7	66.9	25,204	27,613	41,496	45,711
Kiwanis Magazine	10.8	8.4	24.2	10.6	4,534	3,542	10,195	4,437
Lion Magazine	13.7	10.5	20.8	19.5	5,836	4,473	8,818	8,307
Motor Boating	106.4	131.4	341.2	421.2	62,573	77,273	260,679	247,719
Motor Life	14.0	13.0	21.5	25.1	5,880	5,460	9,044	10,556
Motor Trend	19.6	18.9	33.5	40.1	8,218	7,952	14,070	16,842
National Geographic Magazine	39.3	50.3	62.3	84.6	9,371	11,990	14,845	20,142
Playboy	26.2	20.6	50.4	33.1	11,011	8,649	21,171	13,930
Popular Boating	151.0	161.6	211.0	209.9	88,817	95,020	124,079	123,474
Popular Photography	60.5	63.1	136.2	141.6	25,447	26,539	57,216	59,480
Promenade	13.2	14.3	27.5	30.7	5,691	6,121	11,624	13,191
Reader's Digest	82.0	71.1	116.6	102.9	14,924	12,947	21,232	19,643
Redbook	38.9	36.7	73.0	65.1	17,063	15,759	31,314	27,922
Road & Track	24.4	23.4	50.9	53.6	10,248	9,828	21,378	22,512
Rotarian	10.3	9.8	25.1	12.2	4,325	4,119	10,527	5,111
Sports Cars Illustrated	23.4	34.5	53.0	64.7	9,849	14,519	22,293	27,195
Today's Health	20.8	21.2	43.7	42.2	8,961	9,094	18,355	17,704
Together	15.7	11.5	21.4	17.0	6,749	4,933	9,185	7,320
Town & Country	63.8	67.4	110.0	114.7	40,355	42,652	69,532	72,492
True	48.8	26.4	65.5	42.4	20,919	11,323	28,082	18,185
V. F. W. Magazine	10.5	11.6	21.3	20.3	4,406	4,886	8,937	8,544
*Yachting	112.3	98.7	380.8	371.0	66,032	58,035	223,910	218,148
Total Group	1,817.5	1,898.2	3,505.0	3,644.4	856,244	913,179	1,743,192	1,796,829
Home								
American Home	41.5	39.6	74.3	72.3	26,241	25,053	46,959	45,695
Antiques	51.4	52.0	127.4	126.1	15,104	15,288	37,488	37,080
Better Homes & Gardens	64.9	75.6	110.0	122.3	41,037	47,801	69,522	77,301
Flower & Garden	44.5	49.6	85.7	86.8	18,710	20,844	36,027	36,463
Flower Grower	52.8	64.8	98.1	113.3	22,188	27,245	41,225	47,596
House Beautiful	65.3	83.3	108.0	124.9	41,245	52,674	68,289	78,973
House & Garden	51.7	47.0	87.7	80.2	32,645	29,724	55,451	50,699
†Living for Young Homemakers	38.4	46.5	59.1	72.2	24,286	29,412	37,436	45,615
Popular Gardening	59.5	61.8	104.4	107.5	24,970	25,960	43,845	45,140
Sunset Magazine	110.2	113.7	183.7	176.4	46,302	47,768	77,199	74,085
Total Group	580.2	633.9	1,038.4	1,082.0	292,728	321,769	523,441	538,647

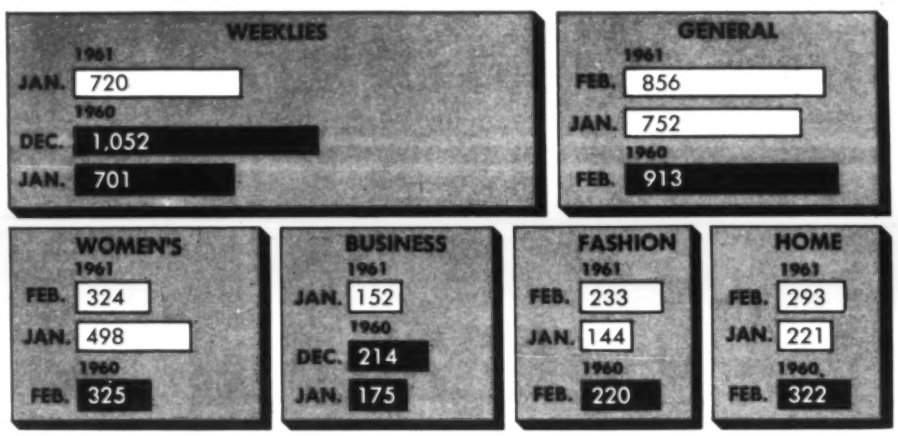
†Published quarterly in January, April, July and October. *Includes sectional linage prorated to circulation of regional editions.

†Total represents national advertising plus sectional at a reduced decimal equivalent. *Includes Western Yachting figures.

†Cumulative contains prorated sectional linage.

Magazine Linage Trend

Figures in Thousands



	Pages Feb. 1961	Pages Feb. 1960	Pages Jan.-Feb. 1961	Pages Jan.-Feb. 1960	Lines Feb. 1961	Lines Feb. 1960	Lines Jan.-Feb. 1961	Lines Jan.-Feb. 1960
Fashion								
†Glamour	74.1	71.1	124.0	153.5	31,783	30,499	53,205	65,832
Harper's Bazaar	88.4	71.2	169.6	145.8	55,858	44,987	107,222	92,261
†Mademoiselle	73.5	78.2	108.1	108.7	31,540	33,565	46,360	46,645
Vogue	180.6	175.8	269.8	292.1	114,151	111,092	170,541	184,585
Total Group	416.6	396.3	671.5	700.1	233,332	220,143	377,328	389,323
Movie-Romance-Radio-TV								
Dell Modern Group:								
Modern Romances	24.8	30.3	34.0	47.5	10,641	12,976	14,584	31,723
Modern Screen	13.9	19.4	20.8	30.1	5,983	8,321	8,946	12,902
Screen Stories	12.9	17.1	27.1	19.8	5,554	7,320	8,503	11,615
Fawcett Women's Group:								
Motion Picture	11.3	18.4	21.6	27.2	4,867	7,885	9,262	11,675
True Confessions	21.3	28.1	32.8	44.1	9,145	12,061	14,082	18,936
Hillman Romance Group	4.4	3.7	6.6	8.0	1,904	1,618	2,852	3,487
Hillman Women's Group	23.2	29.1	35.9	43.7	9,989	12,525	15,478	18,818
Ideal Women's Group:								
Intimate Story	33.4	36.6	45.2	49.5	14,346	15,720	19,388	21,219
Movie Life	30.4	32.1	44.8	45.3	13,021	13,774	19,208	19,420
Movie Star TV Close-Ups	30.3	32.1	44.7	45.3	12,993	13,760	19,180	19,420
Personal Romances	34.5	36.9	47.2	49.9	14,818	15,843	20,230	21,413
TV Star Parade	30.4	29.7	42.8	39.6	13,021	12,755	18,371	17,050
Secrets Romance Group:								
Revealing Romances	29.8	30.8	40.6	42.9	12,785	13,232	17,433	18,391
Confidential Confessions	29.8	30.8	40.6	42.9	12,785	13,232	17,433	18,391
Daring Romances	29.8	30.8	40.6	42.9	12,785	13,232	17,433	18,391
Secrets	29.8	30.8	40.6	42.9	12,785	13,232	17,433	18,405
*Silver Screen	12.1	11.2	22.7	21.6	5,230	4,820	9,777	9,289
True Story Women's Group:								
Photoplay	18.0	23.9	26.7	37.0	7,738	10,271	11,451	15,875
TV-Radio Mirror	11.0	17.2	15.3	23.9	4,740	7,398	6,560	10,266
True Love Stories	14.2	21.9	19.2	30.8	6,093	9,398	8,230	13,192
True Experience	14.3	20.2	19.0	30.0	7,121	8,668	8,141	12,873
True Romance	14.6	21.1	19.5	29.9	6,253	9,055	8,367	12,835
True Story	52.8	55.1	71.0	86.6	22,652	23,631	30,469	37,154
Total Group	517.0	607.3	759.3	851.4	226,249	258,727	323,821	362,754
Business (February)								
Dun's Review & Modern Industry	63.5	74.7	119.7	132.1	26,679	31,369	50,064	55,502
Fortune	135.7	173.2	253.7	304.2	85,794	109,494	160,370	192,286
Management Methods	57.3	60.0	98.7	102.0	24,079	25,200	41,454	42,840
Nation's Business	45.1	56.8	76.2	88.6	18,939	23,861	31,986	37,205
Total Group	301.6	364.7	548.3	626.9	155,491	189,924	283,874	327,834

*Alternates bi-monthly with Screenland.

(Continued on Page 66)

a little horn tootin'

(if you don't mind)

...about True's Fabulous February

It's our Silver Anniversary Issue—and what a way to celebrate!

Gross revenue for February hit an all-time high—just over **$600,000**—102% gain over last February!

26 brand new advertisers in this issue—biggest new business increase in True's history!

True's guarantee moves from 2,300,000 to **2,400,000** effective this issue. Actual circulation will exceed the new guarantee.

And the brightest part of True's successful 25th Anniversary is the editorial package.

Ernest Hemingway, Aldous Huxley, John Dos Passos, William O Douglas, Art Buchwald and many others expertly cover the whole range of an active man's interests—such as sports, travel, adventure, good living, history, humor, controversy—all this, plus a 15 page boating section.

But nothing toots our horn like the magazine itself.

Pick up a copy of the February issue and see for yourself why True is the world's largest selling, most widely-read man's magazine.

A FAWCETT PUBLICATION

	Pages				Lines			
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960
Farm Journal: (mon)								
‡Central Edition	118.7	97.2	174.9	177.5	50,905	41,711	75,033	76,149
‡Eastern Edition	102.2	76.6	148.1	144.2	43,839	32,844	63,533	61,849
‡Southeastern Edition	89.0	66.2	133.4	118.0	38,192	28,412	57,244	50,607
‡Southwestern Edition	89.9	66.4	132.8	118.1	38,550	28,484	56,959	50,679
‡Western Edition	99.2	85.6	148.3	149.1	42,554	36,708	63,608	63,979
Average 5 Editions	99.8	78.4	147.5	141.4	42,808	33,632	63,275	60,653
Total Group	179.9	139.7	167.5	259.4	78,855	61,239	117,269	114,559
Youth								
American Girl	20.5	26.4	31.1	41.2	8,783	11,343	13,371	17,772
Boys' Life	29.7	38.2	47.9	54.8	20,210	25,990	32,635	37,285
*Co-ed	24.5	23.3	40.4	23.3	10,306	9,786	16,977	9,786
Scholastic Magazines	49.8	48.7	70.5	80.0	20,901	20,449	29,688	33,629
**Scholastic Roto	8.2	9.3	8.2	13.9	7,178	8,122	7,178	12,173
Teen Magazine	11.7	18.3	19.0	27.5	4,914	7,700	8,008	11,550
Total Group	144.4	164.2	217.1	240.7	72,292	83,390	107,857	122,194
*No January 1960 figures. **No January 1961 figures.								
Mechanics & Science								
Mechanix Illustrated	83.3	81.9	138.3	152.5	18,670	18,356	30,975	34,151
Popular Electronics	56.5	58.4	104.5	106.9	12,671	13,088	23,423	23,945
Popular Mechanics	103.7	121.0	201.3	231.0	23,238	27,104	45,093	51,751
Popular Science	97.8	112.2	182.2	207.6	21,913	25,131	40,813	46,503
*Science & Mechanics	69.5	99.5	117.3	99.5	15,569	22,293	26,269	22,293
Total Group	410.8	473.0	743.6	797.5	92,161	105,972	166,573	178,643
*No January 1960 issue.								
Outdoor & Sport								
Guns	21.1	14.0	38.7	33.8	9,052	6,006	16,645	14,500
Field & Stream	61.7	67.0	97.4	107.8	26,485	28,739	41,809	46,251
Fur-Fish-Game	23.3	20.0	46.1	42.7	10,028	8,581	19,800	18,353
Outdoor Life	59.0	60.8	105.5	103.2	25,291	26,075	45,248	44,261
Sports Afield	45.2	56.8	74.0	94.3	19,393	24,346	31,734	40,394
Total Group	210.3	218.8	361.7	381.8	90,249	93,747	155,236	163,759
Detective & Fiction								
Cavalier	25.8	35.1	39.7	51.6	11,068	15,051	17,045	22,123
Dell Men's Group	14.7	20.4	21.6	28.8	6,293	8,735	9,263	12,318
†Thrilling Group	8.7	8.7	18.4	15.7	1,950	1,949	4,131	3,533
Total Group	49.2	64.2	79.7	96.1	19,311	25,735	30,439	37,974
†Formerly known as Thrilling Fiction Group.								
Newspaper Sections (I)*								
(Nationally distributed with Sunday newspapers)								
The American Weekly	20.8	32.9	46.4	61.8	17,724	27,968	39,462	52,539
Family Weekly	39.0	32.2	74.9	59.6	33,148	27,339	63,708	50,677
Parade	55.2	50.1	94.8	108.5	46,881	42,623	80,592	92,279
Suburbia Today	20.7	11.4	32.0	22.7	17,591	9,668	27,210	19,271
This Week Magazine	62.0	74.3	117.0	141.1	52,718	63,141	99,467	119,952
Total Group	197.7	200.9	395.1	393.6	168,062	170,739	310,439	334,718

	Pages				Lines			
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960
Comics Magazines								
American Comics Group	7.0	7.0	14.0	14.0	2,646	2,646	5,292	5,292
Archie Comic Group	7.0	7.0	7.0	7.0	2,646	2,646	2,646	2,646
Harvey Comics Group	8.0	9.0	16.0	17.0	3,024	3,402	6,048	6,426
National Comics Group:								
Blue Unit	4.0	5.5	9.5	12.5	1,512	2,079	3,591	4,725
Red Unit	4.0	6.0	9.0	12.5	1,512	2,268	3,402	4,725
Total Group	30.0	34.5	55.5	63.0	11,240	13,041	20,979	23,814
Canadian								
†Canadian Homes	22.4	30.1	31.6	44.3	15,264	20,478	21,510	30,105
Chatelaine:								
Canadian Home Journal	57.2	55.2	96.7	89.1	38,879	37,534	65,756	60,585
Revue Moderne	33.0	—	53.8	—	22,424	—	36,568	—
Liberty	17.7	16.8	29.5	26.8	7,630	7,207	12,585	11,493
Maclean's	40.7	59.2	92.9	101.8	27,670	40,230	63,198	69,191
Reader's Digest:								
English Edition	78.0	74.2	122.7	115.7	14,196	13,514	22,341	21,067
French Edition	83.2	74.2	132.0	114.7	15,152	13,514	24,024	20,885
Revue Populaire	13.6	22.7	25.3	33.2	9,526	15,909	17,730	23,247
Samedi	8.6	10.3	13.8	16.3	6,055	7,202	9,707	11,417
‡Saturday Night	19.1	22.4	19.1	22.4	8,039	9,408	8,039	9,408
‡Time Canadian	86.4	87.2	—	—	36,260	36,610	—	—
Total Group	354.4	342.7	598.3	541.9	156,796	155,588	273,429	247,990
†Formerly Canadian Homes & Gardens. ‡Not included in totals; as February figures were unavailable as this issue went to press. January figures are shown.								
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Presse	77.8	73.8	133.9	124.7	70,032	66,423	120,519	112,287
Star Weekly	82.5	91.0	133.6	154.8	72,263	79,673	116,973	135,513
Perspectives	65.5	59.3	116.0	91.3	63,841	57,782	113,083	89,005
Weekend Magazine	74.2	84.3	138.1	138.3	72,374	82,174	134,675	134,851
Total Group	300.0	308.4	521.6	509.1	278,510	286,052	485,250	471,656
Foreign (February)								
Hablemos	10.8	16.4	17.7	24.1	9,114	13,818	14,868	20,286
Popular Mechanics:								
Popular Mekanik (Danish)	17.5	22.0	31.5	42.0	3,675	4,620	6,615	9,100
PM (Dutch Edition)	10.1	9.5	16.8	22.5	2,121	1,995	3,538	4,907
Mecanique Populaire (French)	23.0	25.8	45.5	50.3	5,152	5,779	10,192	11,267
Populare Mechanik (German)	8.0	4.5	11.5	8.1	1,792	1,008	2,576	1,814
Popular Mekanik (Swedish)	8.0	10.5	16.0	20.5	1,680	2,205	3,360	4,445
Mecanica Popular (Latin America):								
Brazil (Portuguese)	14.0	14.1	31.7	27.6	3,136	3,164	7,112	6,188
Mexican-Caribbean (Spanish)	14.5	24.2	29.5	42.4	3,248	5,418	6,608	9,492
So. Hemisphere (Spanish)	8.0	16.3	15.7	25.6	1,792	3,651	3,528	5,738
Total Group	113.9	143.3	215.9	263.1	31,710	41,658	58,397	73,237

Chevrolet Film Features Advertising Executives

The Chevrolet division of General Motors Corp., Detroit, has produced a 30-minute film, "Ask the Experts," which is designed to help dealers and their sales staffs get the most out of local newspaper, radio and television advertising campaigns. Format of the film is a panel discussion by advertising executives. The film marks the first time that Chevrolet has invited men outside the automotive industry to appear as guest specialists on their sales promotion film series.

Congoleum-Nairn Sets Push

Congoleum-Nairn Inc., Kearny, N. J., has planned the "biggest" magazine campaign in the company's history for 1961. It will be built on the theme, "Key to a smart woman's style secret . . . Coordinate with Congoleum-Nairn vinyl floors," and combine fashion photos with room scenes. Color pages will run throughout the year in *American Home, Better Homes & Gardens, Ebony, Good Housekeeping, House Beautiful, House & Garden, Life, Look, McCall's, The Saturday Evening Post* and *Sunset Magazine*. Keyes, Madden & Jones, New York, is the agency.

MoPar Division Sets Push

The MoPar division of Chrysler Corp., Detroit, will launch in March an advertising campaign to support its recently organized activity of "re-manufacturing" Mopar (for Chrysler vehicles) and Rempar (for other makes) automobile and truck parts. A series of ads is planned, with two-color page ads scheduled for March issues of *Commercial Car Journal, Fleet Owner, Taxicab Industry* and *Transportation Supply News;* a different ad will run in *Gasoline Retailer* and *Super Service Station;* and a third ad in *Automotive Service Digest, Motor* and *Motor Age*. N. W. Ayer & Son is the agency.

Four Join Earle Ludgin

Robert S. Champion, William A. Stoneberg and Richard J. Dixon have joined Earle Ludgin & Co., Chicago, as account executives, and Raymond S. Thiem has joined the agency as a copywriter. Mr. Champion formerly was district sales manager of Whirlpool Corp.; Mr. Stoneberg, onetime Ludgin copywriter, was previously an account supervisor at Biddle Co., and Mr. Dixon was formerly an account executive of MacFarland, Aveyard & Co. Mr. Thiem was formerly with the *Chicago Tribune*.

Mosenson to Health-A-Teria

Health-A-Teria, Chicago, which services retail grocery chains in the midwestern area with health and beauty aids, and its affiliate Sherwin-Gail Co., have appointed A. Harold Mosenson advertising and sales promotion manager. Mr. Mosenson previously was advertising-sales promotion manager of the Stineway-Ford Hopkins drug chain.

Hicks & Greist Names Two

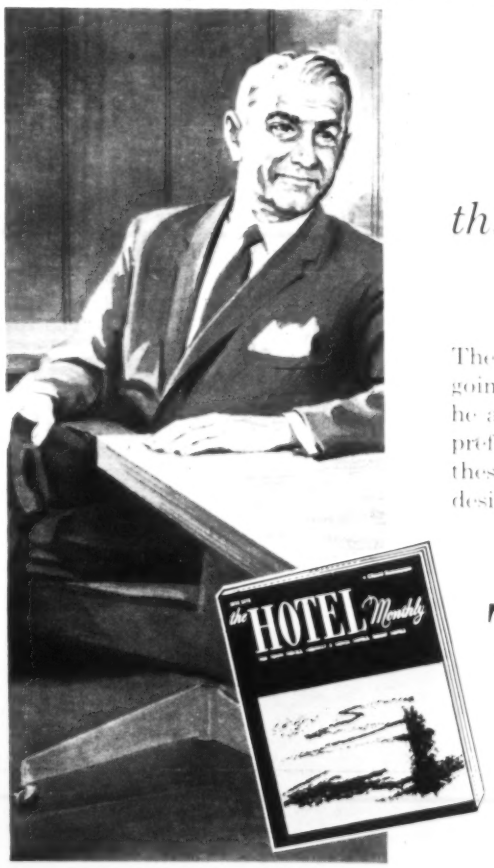
Henry J. Volker Jr., formerly an account executive of G. M. Basford Co., has been named to the new post of head of the industrial copy department of Hicks & Greist, New York. Martin C. Rifkin, Hicks & Greist production manager, has been promoted to the new post of operations manager.

Ferche to Owens-Corning

Joseph P. Ferche, formerly on the editorial staff of *American Builder*, has been named to the new title of ad supervisor for the industrial and commercial construction materials division of Owens-Corning Fiberglas Corp., New York.

K&E Names Two VPs

Kenyon & Eckhardt, New York, has elected Marvin Antonowsky and Sy Lieberman vps. Mr. Antonowsky joined K&E in 1952 as media research analyst and Mr. Lieberman joined in 1956 as an account research supervisor.



this one man makes 88% *of the*

buying decisions in hotels and motor hotels

The sales and profit-minded hotel manager is the man you must reach if you are going to sell your product or service to the hotel and motor hotel market. He, and he alone, personally makes 88% of all decisions on purchasing, specifying, brand preference and resource selection. The remaining 12% is delegated. Reach all of these important men consistently and at low cost through the **one** hotel magazine designed especially for them.

call any of our 5 offices

The HOTEL Monthly BPA

a Clissold Businesspaper 105 W. ADAMS ST. • CHICAGO 3, ILL. • ANdover 3-1800

FOR TOWN HOTELS • HIGHWAY & MOTOR HOTELS • RESORT HOTELS

NEW YORK 36 — 500 Fifth Avenue — LO 4-2233
WASHINGTON 4, D. C. — 1319 F Street, N.W. — ME 8-6707
LOS ANGELES 57 — The Maurice A. Kimball Co., Inc. — 2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5 — The Maurice A. Kimball Co., Inc. — 681 Market Street • EX 2-3365

The Class of the Mass

The Mirror is strongest in the more prosperous neighborhoods of the mass market in New York—weakest in the slums.

People interested in new homes are solid people—good customers. The Mirror is *first* among New York's *seven* dailies in New Homes advertising linage.

Make The Mirror a MUST!

CROSSROADS OF COMMERCE... TO THE WEST THRESHOLD

St. Louis . . . Gateway to the West, nucleus of commerce for the Mississippi Valley. City of shoes and steel, of food products and chemicals, of aircraft and hardware. St. Louis is building toward a better future through diversified industry. Leading the burgeoning growth? *Business Week subscribers who create, expand, encourage St. Louis' multifarious, independent economy.*

A lithographed reproduction of this woodcut by St. Louis' Werner Drewes, size 15" x 22", is available when requested on your business letterhead.

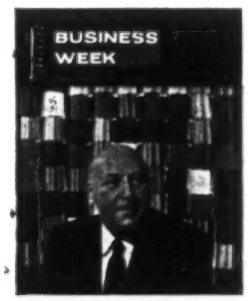
A lithographed reproduction of this woodcut by St. Louis' Werner Drewes, size 15" x 22", is available when requested on your business letterhead.

St. Louis flourishes because companies start here, move here and stay! Look at their names: Monsanto Chemical (273 Business Week subscribers), McDonnell Aircraft (70), International Shoe Company (56), Union Electric (44). These are just a few of the giants of industry that keep St. Louis on firm ground.

And Business Week contributes to the vigor and energy of this "city of opportunity" every week. For Business Week supplies management with the vital facts and figures that help form important decisions. Its business news is significant, accurate, impartial, swift.

Your advertising in Business Week is news here, too. It's seen, read, acted on by the men who make St. Louis a city of vision—a city of decision — a city of independence.

You advertise in Business Week, when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Route Salesman Has Vital Role in Modern Business, He Feels

To the Editor: Orchids to R. G. Renspie, Coca-Cola vp, Chicago, for pointing out in your Feb. 6 issue that "Coke"—like every other product on the supermarket shelf—can't be expected to sell itself. Increased competition and the hectic pace of modern business demands promotion—expecially at the all-important point of sale.

I wonder, though, if Mr. Renspie did not fail to mention one of the most important factors in the success of a product such as his—the skill of the *route salesman*. This is the man who meets dealers face-to-face, who *sells* today more than ever before.

In the "good old days," a strong back, stamina and a chauffeur's license were the only things a route salesman needed. Today he must be a crackerjack *salesman* and an alert *merchandiser*. He is responsible for getting *more* of his product into the outlet—as well as showing the dealer how to get more *out* of the outlet, past the check-out counter. In addition to delivering and servicing accounts, he builds displays, fights for more and better shelf space, puts up advertising, helps plan promotions, sells vending machines and arranges tie-ins.

Companies that depend on route selling are becoming more and more aware of the importance of the man out on the route—what he can do in the way of added sales and good will if he is *properly trained*. I am particularly familiar with this situation because I have written and produced sales training materials for the country's leading bakers, brewers and soft drink companies (Coca-Cola's competitors included). The hundreds of booklets, slide films, sales meetings and sales manuals (for salesman as well as their supervisors) I have been called upon to create in the past 24 months are evidence of the growing concern of these companies for the maintenance and improvement of their market positions . . . and their growing faith in the route salesman as the instrument for achieving their goals.

So, please Mr. Renspie, give credit where credit is due. Give your route salesmen a pat on the back—and the men who create the materials that have helped to train them. They deserve it.

Jack I. Moss,
Creative Consultant, New York.

• • •

Prof. Warner's Ad Course Is Beamed at Non-Ad Majors

To the Editor: At the AAW midwinter conference, your article on other-than-ad people taking ad courses was mentioned. Most of us agree.

Prof. Daniel S. Warner, head of the advertising sequence at the University of Washington, has pioneered such a course at the University of Washington. It is beamed at the sophomore year. Hundreds of non-advertising majors take this course each year. Practicing admen are brought in to assist.

Warner considers this every bit as important as the education of tomorrow's admen.

Prof. Warner is constantly working on the project you write about and has accomplished a great deal. I'm sure he'd be glad to help anyone who wants help in accomplishing similar ends.

Trevor Evans,
President, Pacific National Advertising Agency, Seattle.

• • •

Ad Teaching Study to Probe Behavioral Sciences Role

To the Editor: It was rewarding to notice that AA (Jan. 9) made an extended reference under a two-column head to findings in the study, "Content and Method in the Teaching of Advertising in American Colleges and Universities."

The study represents an 11-month effort accomplished by the five-man committee on the teaching of advertising, American Marketing Assn. They are: William L. Doremus, chairman, New York University; Gerald F. Price, vice-chairman, Boston College; Jean C. Halterman, Indiana University; John E. Mertes, University of Oklahoma; Max Wales, University of Oregon.

Currently, under the chairmanship of Dr. Price, the committee is engaged in a sequel study tentatively entitled, "Contribution of Selected Behavioral Sciences to the Teaching of Advertising." These findings are scheduled for presentation by the committee at the December, 1961, convention of AMA in New York.

William L. Doremus,
Professor of Marketing, New York University, New York.

• • •

'News-Call Bulletin' Has Largest S.F. Circulation

TO THE EDITOR: REMINDED BY YOURS OF FEB. 6 ON THE MORNING WRANGLE IN SAN FRANCISCO THAT EVENING NEWS-CALL BULLETIN HAS LARGEST CIRCULATION IN SAN FRANCISCO IN WHICH AREA THERE IS NO CONFUSION WE ARE FIRST REPEAT FIRST.

MARTIN BURKE, PROMOTION MANAGER, SAN FRANCISCO NEWS-CALL BULLETIN.

• • •

More on Hats

To the Editor: About Martin Solow, author of the big letter against the beatnik hat ad [AA, Feb. 6]. Two bits says (1) he's hatless; (2) his wife's been after him to get one for years.

Charles Burch,
Copywriter, Leo Burnett Co., Chicago.

•

To the Editor: Seems to me Martin Solow . . . was just enjoying a temper, and I hope he feels better now. We all get that way at times.

Mr. Solow says, "I don't think a hat would have helped an Albert Einstein or a Schweitzer or a Ben-Gurion." The Hat Corp. ad says, "We don't imply that going bareheaded marks you for failure. It's what's under the hat that counts." The two couldn't agree more. Mr. Solow just felt like throwing his rattle on the floor and kicking the crib.

Fact is, an Einstein or a Ben-Gurion can wear funny hair and get away with it. A Schweitzer can be rude to strangers and people accept it. But most of us find that, within reason, the acceptance of current modes and manners gets us through life a bit more smoothly—and not necessarily with loss of individuality. No one has ever accused Winston Churchill of being a spineless conformist.

Mr. Solow says that the Hat Corp. claim, that a hat sort of helps in a competitive world, is a "fable." Dartnell Corp., publisher and sales counselor, in its brochure for salesmen, says, "You must wear a hat. Every authority we talked with emphasized this fact."

Most college advice sheets for graduates tell the boys to drop the

Bad Day in the Production Department, No Doubt

To the Editor: I thought you might be interested in the ad headlined "'We'll Bury You,' Says Nikita Khrushchev" on the obituary page of a recent issue of the *Cleveland Press*.

Perhaps the makeup man was working on a "deadline," eh?

Jim Braham,
Cleveland.

Photography by C. W. Smith

"When availability augments low cost, buyers are quick to respond."

EDWIN THORPE

For true economy, look to Superior for the quality photoengraving and offset platemaking so important to your finest printing.

SUPERIOR ENGRAVING CO.
215 West Superior Street
Chicago 10, Illinois
SUperior 7-7070

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

"We'll Bury You!"

says NIKITA KHRUSHCHEV

Everyday . . . the people of Eastern Europe hear this kind of communist lie. Lies aimed at destroying their faith in the Free World.

Everyday . . . RADIO FREE EUROPE broadcasts the truth . . . giving captive peoples courage to resist deceit, falsehoods and turn away from communism.

Why You Should Support Radio Free Europe

RFE is a major war deterrent. It is one of the principal means by which the huge part of Europe—that part separating Russia from Free Europe—is kept in a state of unreliability to Russia. This ties down 30 Russian divisions.

RFE is one of the few means by which an individual can help keep Russia in its place . . . while keeping the hope of Freedom alive in 79 million hearts.

★

Send your contributions—(Don't wait to be asked) to:

Radio Free Europe Fund
New York City

★

Published as a public service in cooperation with The Advertising Council and the Newspaper Advertising Executives Association.

unanimous vote of the Board of County Commissioners of Cuyahoga County, Ohio, it has been determined to widen and improve Osborn Road, as a county road, from Cahoon Road to Bassett Road, in the City of Bay Village, Cuyahoga County, Ohio.

Said proposed widening and improvement of Osborn Road, as a county road, as described above, will be viewed by the Board of County Commissioners on the 10th day of February, 1961, at 11:00 o'clock A. M., Eastern Standard Time, and the final hearing upon said proposed widening and improvement of Osborn Road, as described above, shall be had before the Board of County Commissioners of Cuyahoga County, Ohio, on the 23rd day of February, 1961, at 10:30 o'clock A. M., Eastern Standard Time, at the office of the Board of County Commissioners, Room 451, County Administration Building, 1219 Ontario Street, Cleveland 13, Ohio.

BY ORDER OF THE BOARD OF COUNTY COMMISSIONERS OF CUYAHOGA COUNTY, OHIO.
William P. Day, President;
Frank M. Gorman;
Henry W. Speeth.
Wm. F. Chinnock, Clerk
Press & News Jan. 24 & 31.

Legal Notice

WEST 210th STREET WIDENING AND IMPROVEMENT (as a county road), from Lorain Road to Mastick Road, in the City of Fairview Park and the Village of Parkview, Cuyahoga County, Ohio.

Notice is hereby given that by unanimous vote of the Board of County Commissioners of Cuyahoga County, Ohio, it has been determined to widen and improve West 210th Street, as a county road, from Lorain Road to Mastick Road, in the City of Fairview Park and the Village of Parkview, Cuyahoga County, Ohio.

Said proposed widening and improvement of West 210th Street, as a county road as described above, will be viewed by the Board of County Commissioners on the 10th day of February, 1961, at 11:00 o'clock A. M., Eastern Standard Time, and the final hearing upon said proposed widening and improvement of West 210th Street, as described above, shall be had before the Board of County Commissioners of Cuyahoga County, Ohio, on the 23rd day of February, 1961, at 10:30 o'clock A.M., Eastern Standard Time, at the office of the Board of County Commissioners, Room 451, County Administration Building, 1219 Ontario Street, Cleveland 13, Ohio.

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Wm. F. Chinnock, Clerk
Press & News Jan. 24 & 31

(Eastern Star service Wednesday, 8 p. m.).

COWAN

Rev. Royse] John Cowan, beloved husband of Etta (nee Steele), brother of Mrs. Zella Bell of Winona Lake, Ind. The family will receive friends FROM 2-9 P. M. TUESDAY AND 2-4 AND 7-9 P. M. WEDNESDAY at the Jenkins Funeral Chapel, 2914 Dover Center Rd., Westlake, where services will be held Wednesday evening, Jan. 25, at 7:30 p. m. Remains will be taken to the Lyle Funeral Home, Hubbard, O., where the family will receive friends Thursday with memorial services Friday, Jan. 27, at 1:30 p. m. Burial, Sharon, Pa. In lieu of flowers contributions may be made to the R. J. Cowan Memorial Fund of the Free Methodist Church of Westlake.

CROSBY

E. Ray Crosby, beloved husband of Eleanor (nee Lepert), father of J. Richard and Mrs. Marcelyn Macleod, grandfather of Cynthia, Barbara and Lisa, residence, 5732 Bainbridge Rd., Cleveland Heights. Friends received at the Dougherty-Buwell - Jones Mortuary, 17613 Euclid Ave. at Forest Hills Blvd., TUESDAY 2-5 AND 7-9 P. M. Services on Wednesday at 3 p. m. in the Euclid Avenue Christian Church, 3663 Mayfield Rd., Cleveland Heights. The Rev. Edward Bartunek officiating. Interment Lake View Cemetery. In lieu of flowers, contributions may be made to the Memorial Fund of the Church.

DAVIS

William Tell Davis, brother of Mrs. Jane Fullmer, Mrs. Hattie Matheny and Jacob G., passed away Sunday, late residence, 14937 Granger Rd., Maple Heights. Friends may call at the Donald R. Johnson Funeral Home, 521 Broadway, Bedford, O., where services will be held Wednesday, Jan. 25, at 8 p. m.

DITTENHAVER

Lillian Dittenhaver (nee Fisher), beloved wife of the late Harvey, sister of Numa, Rose Maiolepsi, Lena Ronske, Edward, Joe and the late Jack and Ernest, late residence, 37069 Lake Shore Blvd., Willoughby. Friends may call at the Schuster PARMA Funeral Home, 5904 Ridge Rd., FROM 2-5 AND 7-10 P. M. TUESDAY AND WEDNESDAY. Services Thursday, Jan. 26, at 1 p. m. Interment Crown Hill Cemetery.

DYTKO

Theodore Richard Dytko, beloved son of Tadeusz and Sophie (nee Krakowiecki), grandson of Mrs. Constance Krakowiecki, late residence, 6203 Westlake Ave. Friends may call at Frank E. Bana Funeral Home, 2937 W. 14th St. VISITING HOURS 2-5 AND 7-10 P. M. Services Wednesday, Jan. 25, at 8:45 a. m. and St. Mary Polish National Catholic Church at 9:30 a. m. Interment Polish National Catholic Cemetery.

FIEBELKORN

Robert P. Fiebelkorn, beloved husband of Mignie (nee Hornung), brother of Albert of Buffalo, N. Y., passed away Friday at Sarasota, Fla. Friends may call at the B. F. Casey Funeral Home, 14508 Madison Ave., Clifton Post No. 421 services Tuesday, 8 p. m. Ministerial services Wednesday, Jan. 25, at 3 p. m. Interment West Park Cemetery.

campus pose and start dressing maturely, with hat, tie and jacket. If a kid's an Einstein, he will probably give this bit the horse laugh, do as he damn pleases, and make out fine. Vincent Sullivan, top sales executive of the *New York Daily News*, says in his book on selling: "Your hat is your calling card. It serves both to introduce you and to create the impression you make." Red Motley, called "one of the 12 best U.S. salesmen," says, "I'm never without my hat, and I like to see the men around me wear them." And so forth.

I don't know Leo Burnett Co. (who did the ad) from a hole in the ground. I am, however, in the hat business and am proud to be helping the men who enjoy hats and know how to wear them.

Ernest F. Hubbard,
New York.

• • •

Or Like the American Eagle

To the Editor: "I look for all male models to adapt the boyish haircut of Mr. Kennedy," predicts Joel Stein in your Jan. 20 issue.

I'll still stick to my Eisenhauer-style hairdo, Mr. Stein.

MacCabe (Baldy) Smith,
D. P. Brother & Co., Detroit.

• • •

Well, That's the Way the Ball Bounces

To the Editor: I thought you might enjoy the enclosed tearsheet as it evidences another of the amusing makeup peculiarities which ADVERTISING AGE has fondly reported for many years.

By virtue of this makeup, Yel-

lowstone's headline might be paraphrased to read "That's Right, No Bite—Just a Little Bounce!"

Jack O'Mara,
Vice-President in Charge of Merchandising and Promotion, KTTV, Los Angeles.

• • •

And, 'Remember How Corn Whisky Used to Taste?'

To the Editor: Anent new Georgia Moon corn whisky product [AA, Jan. 30], herewith a slogan free of cost:

"Are you drinking more now and feeling it less?"

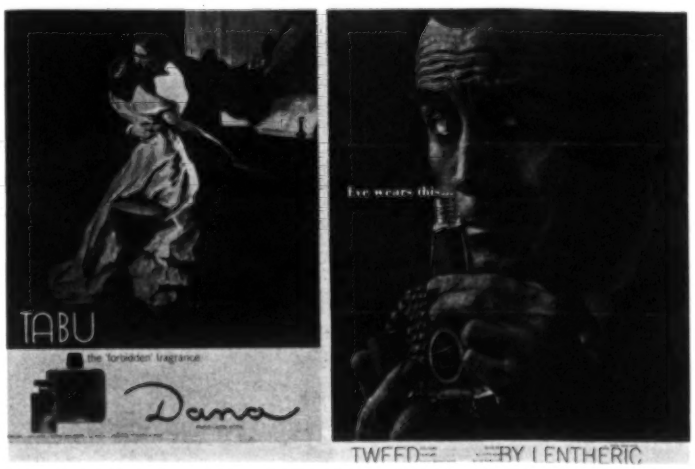
Don Ulen,
Wilson, Haight & Welch, Hartford, Conn.

• • •

Asks What's the Personal Involvement in Tweed Ad

To the Editor: Johanna T. Rock's delightfully written article on "What Makes Ads Memorable?" [AA, Feb. 6] sent this reader to the current *New Yorker* for a brush-up on ad analysis.

Working from Johanna T. Rock's well-documented premise—personal involvement—the success of the famous Tabu ad is self-explana-



tory, but what are we to make of the current Lentheric campaign, showing an unhappy-looking male sniffing at a bottle of Tweed and saying "Eve wears this . . . "? Who is Eve? His wife, mistress, mother or daughter? According to Johanna T. Rock's findings, this should make a difference, and I'd be most curious to know how she would evaluate the use of a man (alone) in a perfume ad anyway.

Helen Lillie Marwick,
Slayton-Racine, Toledo.

The Coup That Cheers, or, the Farmer's Helper

To the Editor: Couldn't help but enjoy the reproduction of the ad by Instant Foods on Page 2, AA, Feb. 6 . . . their new Coup instant soup.

Anybody there ever wonder about the image conjured up by the name: Chicken Coup Soup.

Holy mackeral, deah!

Ray Karsted,
Advertising Manager, E. R. Moore Co., Chicago.

•

To the Editor: I have a farmer friend who has been planning to build a new building to house his chickens. He will be pleased to hear about the new product which you announced in your Feb. 6 issue, Instant Chicken Coo(u)p.

Could it be the person who thought up that product name laid an egg?

Jay C. Colver,
Orem, Utah.

WROC-TV Sold to Gannett, Veterans by Transcontinent

Transcontinent Television Corp. has sold WROC-TV, Rochester, to Gannett Co., Rochester, and Veterans Broadcasting Co., Rochester, for $6,500,000. Transcontinent operates WROC-TV on Channel 5 full time. Gannett operates WHEC-TV and Veterans operates WVET-TV, both sharing Channel 10. As a concurrent transaction, Gannett will exchange its portion of WROC-TV with Veterans for its interest in Channel 10, which means that WVET-TV will operate full time on Channel 5 and WHEC-TV on Channel 10, with WROC-TV going off the air.

Caust Joins Canada Dry

Daniel Caust, formerly director of promotion of the National Federation of Coffee Growers of Colombia, has joined Canada Dry Corp., New York, as national sales promotion manager for U.S. carbonated beverage operations.

TAKE SALT LAKE

GET A MILLION MORE

FILL IN THE 1½ MILLION BETWEEN DENVER AND THE PACIFIC COAST

The half-million in the Salt Lake metropolitan area is just part of this unique market story. There are a *million more* in the four-state area reached and sold by Salt Lake's two metropolitan dailies. This is why we say there's *a great deal more to Salt Lake* than Salt Lake.

NEWSPAPER AGENCY CORPORATION

The Salt Lake Tribune (MORNING & SUNDAY)
DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

If 1½ million is a "must" market — SALT LAKE IS A MUST!

CBS Sales Up, Income Down

Net sales for Columbia Broadcasting System, New York, climbed to an alltime high in 1960, but net income was down from the 1959 level. Chairman William S. Paley reported sales of $464,598,318 in 1960, compared with $444,311,357 in 1959. Net income for 1960 was $23,235,074, against $25,267,187 the preceding year.

ON CHICAGO'S
Magnificent Gold Coast

Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores.

Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.

LAKE SHORE DRIVE HOTEL
Overlooking Lake Michigan
181 E. Lake Shore Dr. • SU 7-8500

New U.S. Steel Push to Stress Versatility of Steel Wire

CLEVELAND, Feb. 14—Wire ain't what it used to be, and beginning this spring, the American Steel & Wire division of U.S. Steel will devote a major portion of its advertising to impressing this fact on a broad business audience.

Speaking at a press conference here last week, E. A. Murray, the division's sales vp, said that the advertising will emphasize a "new wire image," and, as such, represents a radical departure from past steel wire advertising.

He explained that the new ads will stress the versatility of wire, by promoting such made-of-wire products as parachutes, auto grilles and dashboards, and shock absorbers for rocket components. Past wire advertising dwelt on product quality, i.e., strength.

W. H. Guterl, the division's marketing manager, said that the "specifics" of the media schedule have not been worked out. He did say, however, that current plans are for more ads beamed at designers, and increased use of business publications.

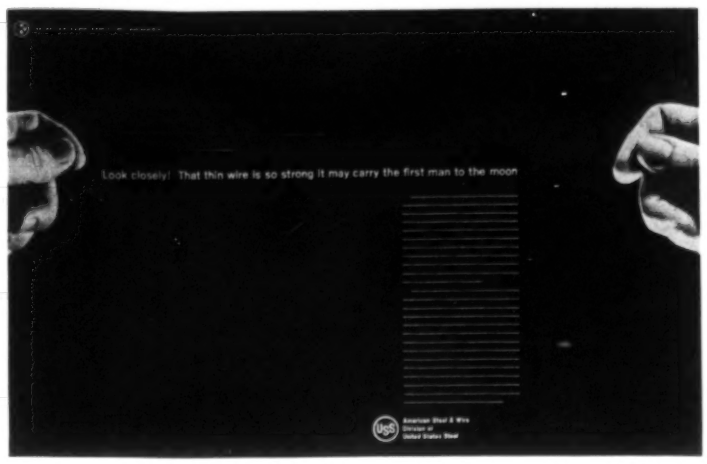
■ The reason for the switch from promoting product quality to promoting applications is simple—the wire market ain't what it used to be. Any semblance of a sellers' market ended with the 1958 recession. Also, foreign competition is taking a heavy bite out of U.S. sales of nails, barbed wire, fencing, etc. Mr. Murray explained that if U.S. wire makers are to substantially increase sales, they'll have to do it primarily by finding new applications for their product.

To facilitate its search for new applications, the AS&W division has set up a new product and market development department, headed by Robert F. Smith. Mr. Smith, who had been active in merchandising programs at the corporate level, has five assistants, each of which is an industry specialist: E. F. Dornbrook, automotive; E. W. Heisler, construction; P. G. Strom, agriculture; H. F. Powders, government services; and W. B. Barclay, consumer. According to Mr. Smith, these specialists will spend full time working in their respective industries, uncovering design problems which call for the properties which steel wire offers.

Previous to this new setup, the division had no fulltime organization to seek out new applications. New application suggestions came primarily from salesmen and customers.

■ Mr. Murray added that 50% of the division's research budget is being spent on product development projects that are oriented to customers' problems. "This is a big change," he said. "Just three years ago, our entire research budget was being spent to find improved production techniques. This job is still being done, of course, but I think the 50-50 balance in our budget emphasizes the need we see for applied research in support of marketing."

He added, "basically, what we have done is to redirect our research so that we may attack the specific targets of our marketing programs. American Steel & Wire is not setting out on just another new product search. The key to our approach today is application and its relation to specific marketing needs." #



MOON SHOT—*This is an incomplete version of one of the ads in the forthcoming drive to be mounted by American Steel & Wire division of U. S. Steel Corp. Batten, Barton, Durstine & Osborn is the agency.*

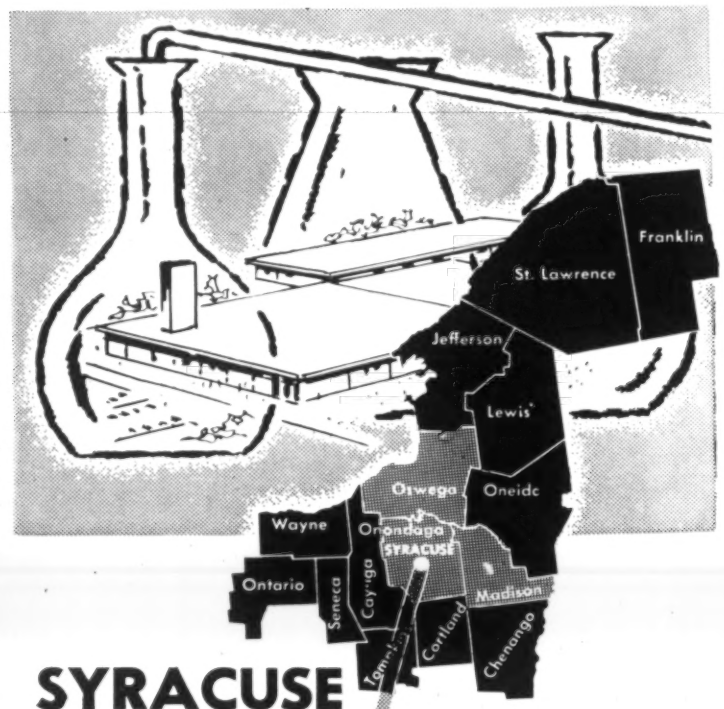
Chilton Books Mailed 2nd Class Exceed Minimum: Buzby

Reviewing the effect of a Post Office Department ruling on second class postage privileges, ADVERTISING AGE inaccurately reported G. Carroll Buzby, president of Chilton Co., as saying that all Chilton publications were at 55% paid distribution, "or so close as to make it relatively easy to get them there."

Actually, Mr. Buzby said that all Chilton publications which mail second class are approximately at this figure, or higher. Mr. Buzby's comments were reported in connection with the new announced standard set by the Post Office barring second class postage rates to publications with less than 55% paid. The minimum base will go up to 65% on Jan. 1, 1962.

New Haven Bank to Graceman

The Second National Bank of New Haven, Conn., has switched its account from Edwin Bird Wilson Inc., New York, where it had been since 1953, to Graceman Advertising, Hartford.



SYRACUSE
meets all the TESTS
FOR THE IDEAL TEST MARKET!

ISOLATION—Completely removed from any outside marketing or advertising media influences.

LOCATION—Strategic — geographic center of New York State; crossroads of all transportation facilities.

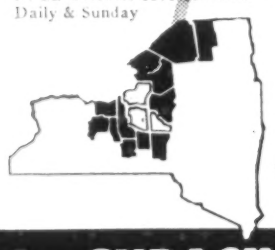
POPULATION—Representative in income, educational levels, cultural interests, business, industrial and agricultural activities.

PLUS—Superior distribution facilities, and wholesale and retail outlets in all classifications.

A **self-contained economy** that is stable and balanced. ACCEPTED nationally as an outstanding test market.

DELIVERED by SYRACUSE NEWSPAPERS—all of it!

FULL COLOR AVAILABLE—
Daily & Sunday



AMERICA'S Best TEST MARKET
Results of Sellings Research Inc. latest Test Market Survey

SYRACUSE The 46th Metropolitan Market
*SRDS Consumer Market Data

the SYRACUSE NEWSPAPERS

HERALD JOURNAL & HERALD AMERICAN
Evening Sunday
•
THE POST STANDARD
Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 230,814 • Sunday Herald American 202,467 • Sunday Post Standard 102,966

In NEW ORLEANS the Must Buy to Sell the Negro is WYLD... Rounsaville Radio

In booming New Orleans 294,700 Negroes—34.1% of the metropolitan population—have $218,483,000.00 annual spendable income. It's definitely a big spending market! You reach it best with New Orleans only full time Negro-Programmed station. Top rated by both Pulse and Hooper (as are *all* the Rounsaville Stations!) Call or write today for the full story on WYLD, and the entire Rounsaville chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Rounsaville Radio reaches the heart of six major markets with exclusive programming to 1,433,915 Negroes. They have $824,000,000.00—AFTER taxes. Rounsaville Radio speaks to them with believability with Negro talent and personalities. No one does a better job of reaching the Negro than Rounsaville Radio, and a proper part of your budget must go to Rounsaville Radio or you miss this growing market.

ROBERT W. ROUNSAVILLE—Owner-President

Sell the Negro in These Six Big Markets... With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP—TAMPA-ST. PETERSBURG. Reaches 129,000 Negroes, who spend $66,180,620 annually

KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RUR RADIO

ROUNSAVILLE RADIO STATIONS

3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE
Owner-President

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO.
Nat'l. Rep.

DORA-CLAYTON
Southeastern Rep.

Jacob Ruppert, Unions Agree to Cost-Cutting Plan

NEW YORK, Feb. 16—Jacob Ruppert and labor unions representing some 800 of the brewery's 1,200 workers agreed to a cost-cutting plan which may save the company about $850,000 a year.

First part of the plan calls for a five-week layoff of union men in a 50-week year. The second calls for an inducement to about 60 men to accept retirement. If they retire by April 1, they will receive $20 a week for a year in addition to regular retirement benefits.

At the same time, management has agreed to cut executive salaries by at least 10%. Heading the list is Murrar Vernon, president, who has agreed to cut his salary from $50,000 a year to $25,000.

■ Ruppert's losses in 1960 totaled about $2,500,000. The company hopes to be back in the black as a result of these measures, possibly by the second quarter.

Two weeks ago Ruppert signed contracts for a $2,000,000 ad campaign at Warwick & Legler.

A stockholder's suit seeking to dissolve Jacob Ruppert has been filed in the state supreme court by Harry Lewis, who is reported to own 220 shares of the brewer's stock. Mr. Lewis asked for the appointment of a temporary receiver.

■ In another move to liquidate the company, Marvin Kratter, president of Kratter Corp., a real estate investment company owning 25% of Ruppert stock, appeared before the Ruppert board Feb. 15. A Kratter bid to take over the brewery fell through last month (AA, Jan. 30). #

Seaboard Seed Ad Drive Uses TV's Robert Young

Robert Young, star of "Father Knows Best" (CBS-TV), will be featured in the spring and summer ad campaign of Seaboard Seed Co., Philadelphia. Ads featuring the theme, "Father knows best—and the best is Seaboard" will show Mr. Young using Seaboard products, including fertilizers, weed killers, seed and spreader. Color half-pages will run in spring issues of *House & Garden*, *Living for Young Homemakers* and *Suburbia Today*. Color spreads and b&w pages will run in 19 regional editions of *TV Guide* during March and April. More than 200 insertions, ranging in size from 100 to 400 lines, will run in 42 midwestern newspapers.

The campaign includes a special price for the spreader when purchased with seed, and a gardener's hat for 25¢ plus proof of purchase of a Seaboard product. Dealers will get tie-in material featuring Mr. Young. Wermen & Schorr, Philadelphia, is the agency.

Two Join Erhlich, Neuwirth

Stanley S. Merritt, formerly vp and copy chief of Kenneth Rader Co., has joined Ehrlich, Neuwirth & Sobo, New York, as creative director. Seymour Leichman, formerly art director of Delehanty, Kurnit & Geller Advertising Corp., has joined the agency as executive art director.

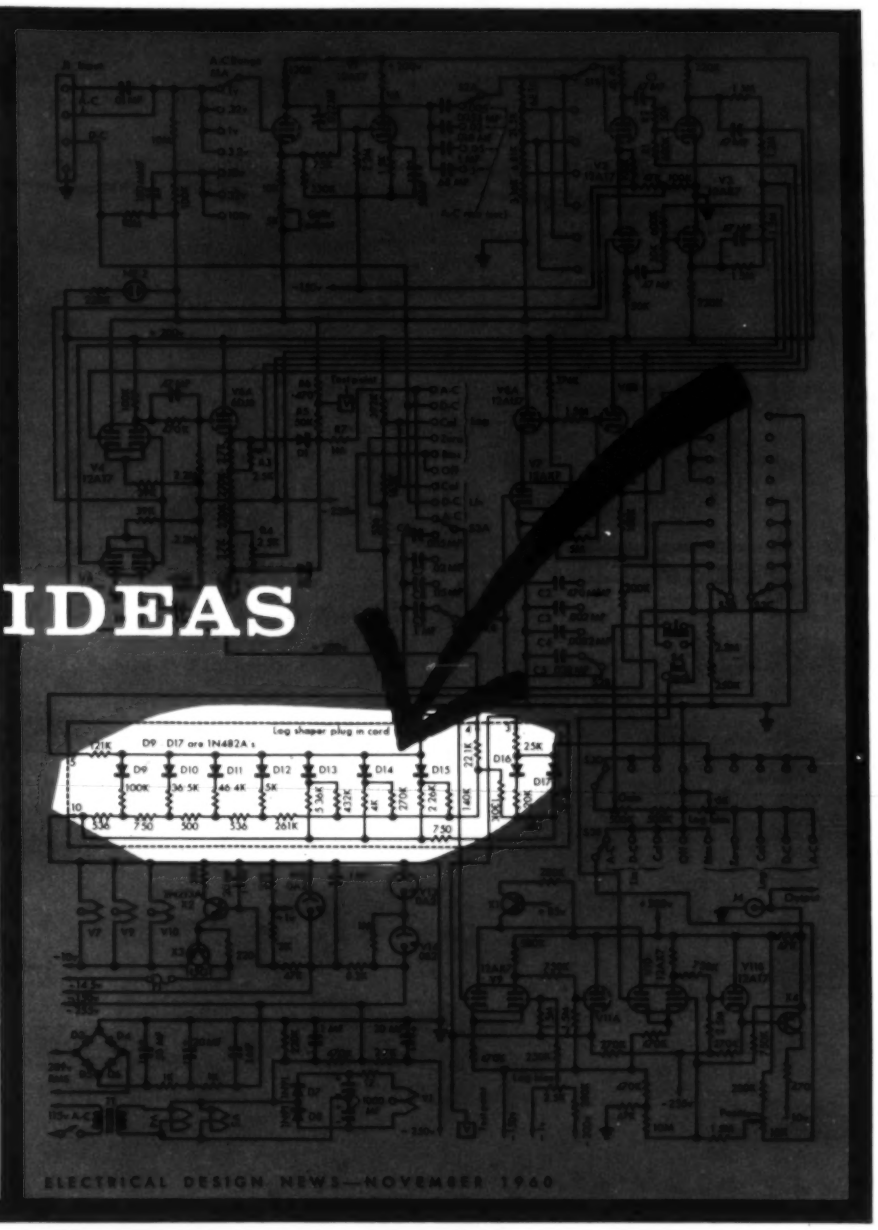
Spratt Moves to Enyart

Spratt Optical Co., Los Angeles, has appointed Enyart & Rose, Los Angeles, to handle its advertising.

ABC BPA

Sell Your Product By Direct Response
COUPONED ADS
In Newspapers, Magazines, Trade, etc. We create ads to build sales, vitalize copy appeals, launch new products. Publishers' rates. Est. 1923. Min. $12,000 yearly. Consult:
Martin Advertising Agency
15 E. 40 St., Dept. 11, New York 16, N.Y.

New markets
for your
circuit products
start with
DESIGN IDEAS
in
ELECTRICAL
DESIGN
NEWS



. . . the ONLY
electronic
magazine built
exclusively on
adaptable design
IDEAS!

ELECTRICAL
DESIGN NEWS
A ROGERS PUBLICATION

The electrical/electronic design engineer who adapts this design idea from the pages of ELECTRICAL DESIGN NEWS is creating new sales opportunities for the 197 components in this circuit!

Such *adaptable design ideas* are the heart of every issue of EDN . . . proven, *usable* ideas that can be adapted, modified or transferred intact to solve circuit design problems. When you advertise in ELECTRICAL DESIGN NEWS, you reach *key men* who look *first* in EDN for design ideas, because it's the *only* electrical/electronic magazine focusing *exclusively* on the applied design *idea* principle—in headlines, text, schematic and block diagrams. ■ The men who read ELECTRICAL DESIGN NEWS specify circuit components, materials and test equipment. ■ Because of its unique editorial approach—complete, concise, staff-written by editor-engineers—EDN leads every publication in the field in total OEM design engineers reached and verified annually. ■ To create new electronic OEM markets for *your* products, sell the design *idea* man—through ELECTRICAL DESIGN NEWS.

Rogers Publishing Company
. . . where the BIG IDEA is improved communication of technical information

BOSTON • NEW YORK • PHILADELPHIA • PITTSBURGH • CLEVELAND • DETROIT • CHICAGO • DENVER • LOS ANGELES

National Family Opinion Expands, Shifts Personnel

National Family Opinion Inc., Toledo market research company, reports a sharp expansion in its activities. The company, which operates family panels, said it has added five more panels of 1,000 families each, giving it a total of 30. It now has 85,000 families available for market tests. In line with this expansion, the company has made the following personnel shifts:

Harold M. Cobb, formerly Chicago area representative, has been named general sales manager, reporting to Jack A. Trumbull, who is moved up to vp-sales and development; David M. Mundy replaces Mr. Cobb in Chicago and he will be assisted by Richard L. Harner, formerly project manager; Edward L. Perse, formerly central region representative, has joined the New York office to service eastern clients. In addition, a processing sales division has been organized, headed by Homer E. Willard Jr., formerly project manager supervisor, assisted by Thomas L. Wright, who has been transferred to the New York office.

READ-HOT Copy!
Advertising with "instantaneous appeal"—that's exciting-inviting, urging reading—impelling, SELLING. Individual assignments or complete programs.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Motorola Pushes Stereo

Motorola Inc., Chicago, is launching a direct mail campaign to interest consumers in personal demonstrations of the company's stereophonic high fidelity line. More than 3,000,000 pieces have been sent to dealers for mailing to prospects. Consumers who come in for a demonstration are eligible for a contest with a 12-day trip to Europe for two as top prize. They are also eligible to purchase imported premiums at reduced prices. Leo Burnett Co., Chicago, is the Motorola agency.

Shannon Elected Club Head

Steve Shannon, director of promotion of KPHO and KPHO-TV, has been elected president of the Phoenix chapter of the Sales Promotion Executives Assn. Also elected were Wally Westover, Trans World Airlines, 1st vp; Ralph Alden, Arizona Public Service Co., 2nd vp; Bob White, Valley National Bank, secretary; and Norman Saville, Mountain States Telephone & Telegraph Co., treasurer.

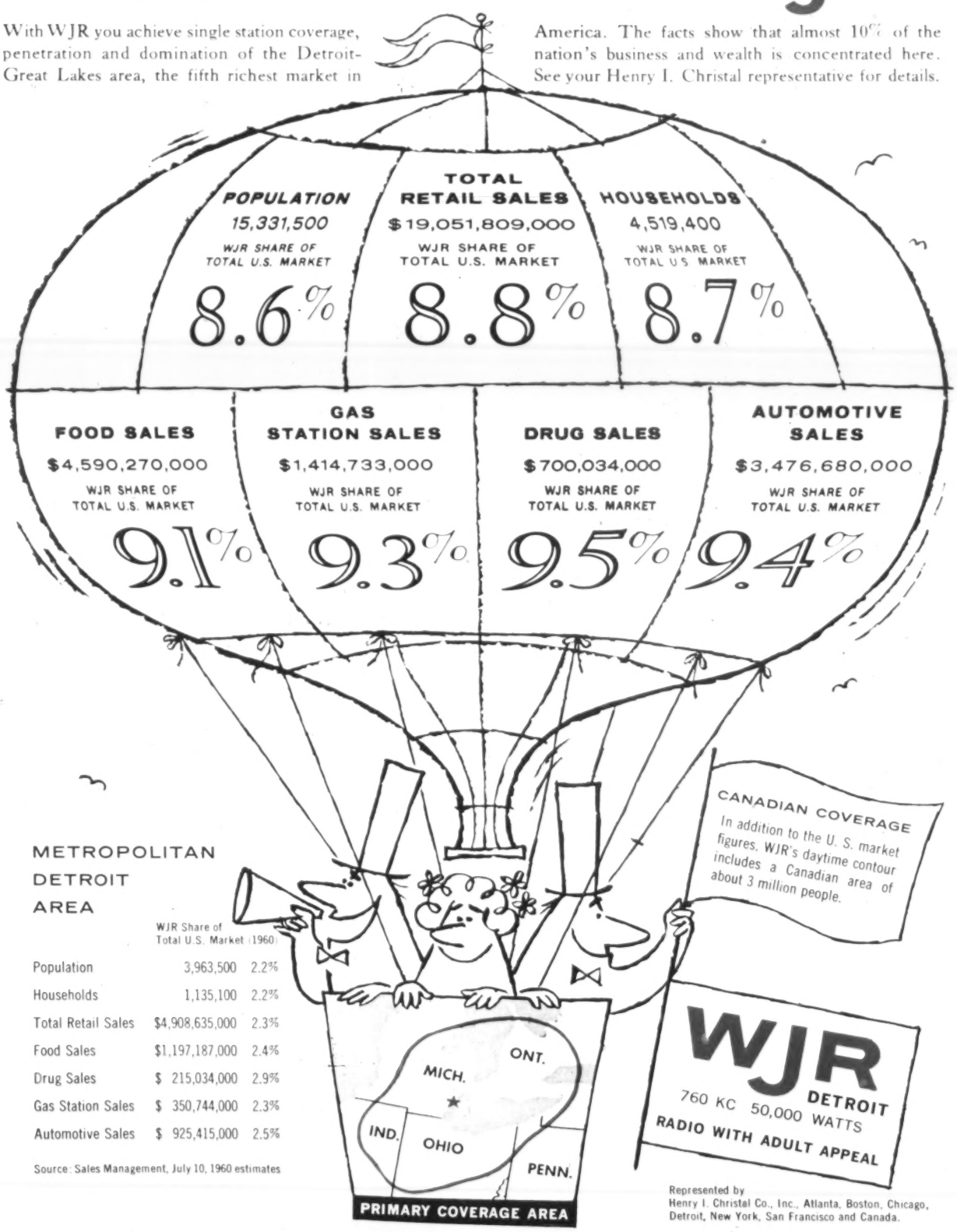
Volckmann Gardner Baudoux Carter

LADIES' NIGHT—*John Mack Carter, editor, American Home, talks over his speech before the eastern conference of the council of the Women's Advertising Clubs of the American Federation of Advertising in Philadelphia, with Ruth M. Volckmann, AFA vp and council chairman; Ruth T. Gardner, director of club services; and Mabel Baudoux, the conference's chairman.*

5th market in America . . . and going up!

COVER IT WITH WJR

With WJR you achieve single station coverage, penetration and domination of the Detroit-Great Lakes area, the fifth richest market in America. The facts show that almost 10% of the nation's business and wealth is concentrated here. See your Henry I. Christal representative for details.



METROPOLITAN DETROIT AREA

		WJR Share of Total U.S. Market (1960)
Population	3,963,500	2.2%
Households	1,135,100	2.2%
Total Retail Sales	$4,908,635,000	2.3%
Food Sales	$1,197,187,000	2.4%
Drug Sales	$ 215,034,000	2.9%
Gas Station Sales	$ 350,744,000	2.3%
Automotive Sales	$ 925,415,000	2.5%

Source: Sales Management, July 10, 1960 estimates

Represented by Henry I. Christal Co., Inc., Atlanta, Boston, Chicago, Detroit, New York, San Francisco and Canada.

End Discrimination Or Lose Movie Ads, Lipton Warns Dailies

SAN FRANCISCO, Feb. 14—David A. Lipton, Universal Pictures vp, has warned newspapers that they'd better stop taking motion picture advertising for granted if they don't want to lose the business to radio, television and magazines.

Mr. Lipton voiced his gripes against newspaper treatment in a speech before the California Newspaper Advertising Executives Assn. here last week. He spoke as a representative of the Motion Picture Assn. of America's advertising and publicity directors committee.

Mr. Lipton complained that newspapers frequently give scant attention to the appearance of the amusement pages and that they charge discriminatory advertising rates for movie advertising while giving free program listing space to tv and radio.

■ Mr. Lipton said there was great demand from theater owners for the use of diversified media for movie ad campaigns. A number of major theater circuits "virtually demand a very large tv and/or radio expenditure as a condition for booking" pictures, and theater owners are becoming increasingly magazine-advertising minded, he continued.

Mr. Lipton told the newspaper men that they had better re-examine their own positions to meet the evergrowing challenge from hard-selling, aggressive competitive media, none of which has a discriminatory rate for movie advertising.

Wyoming Supreme Court Upholds Trading Stamp Ruling

The state supreme court, Cheyenne, has upheld an earlier decision that held a state law against retail trading stamps to be constitutional and has reversed its earlier decision which would have also prohibited individual merchants from issuing the stamps. Under the new ruling, individual merchants may issue their own stamps if they are redeemed for cash or merchandise at the same store where they are issued.

Del Papa Joins Rosenbloom

Joseph Del Papa has joined Irving J. Rosenbloom & Associates, Chicago, as copy chief. Mr. Del Papa was formerly a copy chief at Erwin Wasey, Ruthrauff & Ryan and a copy supervisor of Foote, Cone & Belding.

Coming Conventions

*Indicates first listing in this column.

Feb. 24-25. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

*March 15-18. The Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

*March 22. Assn. of National Advertisers workshop on shows & exhibits, Hotel Plaza, New York.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

*May 7-11. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, annual convention, Washington, D. C.

May 28-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Nikes for Best in Denver Ads Go to 23 Advertisers

DENVER, Feb. 14—Advertisers and their agencies whose work in various categories of advertising had been judged best received Nike awards at the 1960 Nike Awards banquet of the Advertising Club of Denver Feb. 9.

In addition to Nike winners, second awards and honorable mentions were made in each category. Robert Feemster, chairman of the executive committee of the *Wall Street Journal* and past chairman of the Advertising Federation of America, was featured speaker.

Winners of the Nike awards included:

Consumer magazines, b&w.
Doyle Dane Bernbach (Montgomery N. McKinney, account executive) for Holly Sugar Corp. (Marlin Chemburg, ad manager).

Consumer magazines, color.
Tool & Armstrong Advertising Agency (Jeff Armstrong) for Heiland division, Minneapolis-Honeywell Regulator Co. (Felix Pogliano).

Newspapers, b&w, under 1,000 lines.
William Kostka & Associates (Jack Mefford) for Empire Savings Building & Loan Assn. (Hugh Bakewell).

Newspapers, b&w, 1,000 lines or over.
Mark Schreiber Advertising (Mark Schreiber) for the Denver Hilton (Truett Gore).

Newspapers, r.o.p. color.
May-D&F (department store; Miss Anne Taylor, ad manager).

Newspaper supplements.
Mark Schreiber Advertising (Bob Hahn) for Shasta fruit juices (Harold Hindes).

Farm and livestock publications.
Westcott-Frye & Associates (Malcolm T. Sills) for Denver & Rio Grande Western Railroad (Carlton T. Sills).

Trade journal, b&w.
William Kostka & Associates (Jack Mefford) for State of Colorado department of development (Lewis Cobb, publicity director).

Trade journal, color.
Galen E. Broyles Co. (Ellis J. Tallant) for American Stencil Mfg. Co. (Moe Aaron).

Direct mail, single piece in one or two colors.
Rippey, Henderson, Bucknum & Co. (James S. Curd) for the custom homes division of the Carey Construction Co.

Direct mail, single piece, three or more colors.
Mark Schreiber Advertising (Q. E. McCredie) for the Charros Club (John Lowell).

Radio commercials using music.
Prescott & Pilz (Bill Prescott) for Tivoli Brewing Co. (Tyson McMahon).

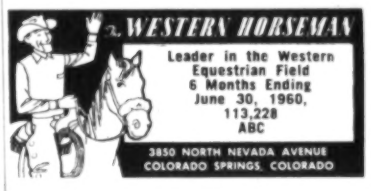
Radio commercials using voice only.
Galen E. Broyles Co. (Elliot Wager) for Englewood State Bank (William F. Flory).

Tv commercials over 20 seconds.
Westcott-Frye & Associates (Malcolm T. Sills) for Denver & Rio Grande Western Railroad (Carlton T. Sills).

Outdoor posters.
Marshall Robertson Advertising Agency (Jack Helling) for Star Bread Co.

Outdoor painted bulletins.
Marshall Robertson Advertising Agency (John Eby) for Colorado Blue Cross and Blue Shield (Ralph Latimer).

Transportation, outside.
Rippey, Henderson, Bucknum & Co. (Robert C. Lochrie) for Denver U. S. National Bank (James Sanbourne). #



Between the Dark and the Dawn

COMES OVER-TIME

"MUST have by noon of 18th without fail." So read the engraving order dated the 14th. Art copy, received at three P.M. Friday, was a two-color, two-page spread; combination deep etch line and duotone . . .

What's so tough about that? Four days, night shop, finest precision photomechanical equipment, highly skilled craftsmen. Well, Saturday and Sunday took two of the *three and a half days*' allotment, so a little figuring shows less than 18 hours of "straight time" left to produce plates meeting both the advertiser's and the photoengraver's high quality standard . . . Delivered on time? Of course; and the quality was above criticism. BUT—to make the deadline, even with finest equipment and skilled craftsmen working painstakingly with no time lag, several hours of "overtime" showed on the shop ticket . . .

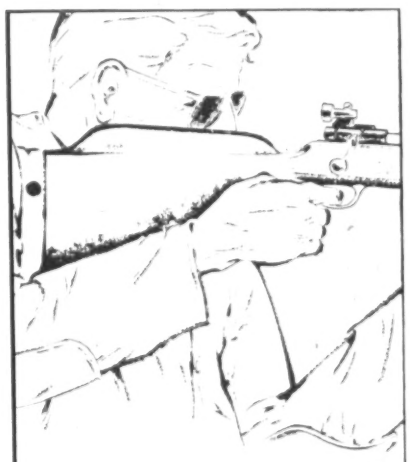
These are the hours, multiplied by hundreds of similar instances, that contribute to what are called "high production costs" . . . Are they inevitable? In emergencies, no doubt. But isn't it reasonable to assume that these "emergencies" could largely be eliminated? Advertising production is high pressure. There's no doubt of that.

However, it is possible that more foresightedness in planning to provide adequate time schedules, from idea's inception to finished photoengravings, would relieve much of production's pressure with gratifying effect on its cost. It's a suggestion.

Chicago **PHOTOENGRAVERS** *Association*

craftsmen in fine reproduction for advertisers

Boncraft Photoengravers
Central Typesetting & Electrotyping Co.
Chicago Engravers
Collins, Miller & Hutchings, Inc.
Dot Engravers, Inc.
The Faithorn Corporation
Globe Engraving & Electrotype Company
Hutchings & Melville, Inc.
Illinois Photo Engraving Co.
Jahn & Ollier Engraving Co.
Kieffer-Nolde Engraving Co.
Laurence, Inc.
Liberty Photo Engraving Co.
Thomas F. McGrath & Associates
Northwestern Photo Engraving Co.
Reliable Etchcraft Corporation
Revere Photo Engraving Company
Rogers Engraving Company
Superior Engraving Company
Washington Photo Engraving Co.



A "Special Interest" Magazine

Reaching more than 360,000 adult males whose principal hobby is guns and shooting.

Write for sample copy!

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

0
10
20
30
40
50
60
70
80
90
100
120
HOT
The pressure is on. Profits are being squeezed. Sales are harder to come by. It's a buyers' market. How do you hold or increase your share of business? You convince the Purchasing Agent of the *real values* in your product. Top management knows the PA is a key man in adding to net profit through use of modern and technical purchasing procedures. His management demands it of him. He *must* buy wisely. He *must* know your *full* story on your quality, delivery and added values. Right now he is using the hottest buying tool ever developed—VALUE ANALYSIS.

The extra

values in PURCHASING Magazine's

VALUE ANALYSIS ISSUE

What qualifies one issue of a magazine as a *great* advertising buy? One that's worth an extra advertising effort on your part to pry loose more sales in today's tightening buyers' market?

That issue *must* offer both the readers and advertisers provable extra values. If there is any question in your mind about the worth of PURCHASING Magazine's upcoming Value Analysis issue, first take a look at what happened with last year's issue.

Before press date, 600 companies ordered from one to 300 extra copies at $1 each. Purchasing agents spent a phenomenal average of 5 hr. 22 min. reading and referring to it. They kept it on file for an average of 10 months and 6 days, referring to it an average of 8½ times. Within six weeks after receiving it, 49% of the recipients had adopted or planned to investigate an average of 5½ items seen in the issue.*

Next, look at what the May 8 Value Analysis issue will deliver this year. A complete behind-the-scenes report on General Electric Company's "Total Value" purchasing program. Case histories on 300 actual savings with Value Analysis in nine product categories. A gigantic editorial effort on today's most widely used technical approach to good buying practices.

A 30,000-plus circulation, not counting the hundreds of extra copies sure to be purchased. Extra readership because PA's are pre-sold on the value of this subject which PURCHASING Magazine has been reporting for 12 years. Extra life for your advertising because this issue is loaded with helpful information. Special position for your advertisements adjacent to related editorial matter. Extra sales activity proved by outstanding results from previous Value Analysis issues.

Don't miss it. No increase in advertising rates. Call, write or wire us your space requirements in PURCHASING Magazine's May 8 Value Analysis issue. Closing date: April 17.

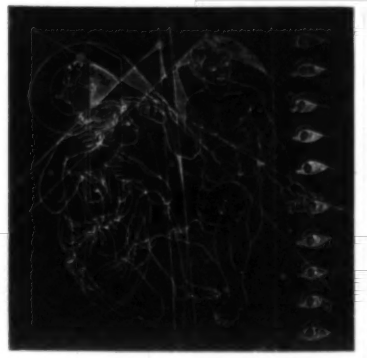
*Results of a survey among PA's six weeks after they received the 1960 Value Analysis issue. Copies on request.

PURCHASING
MAGAZINE

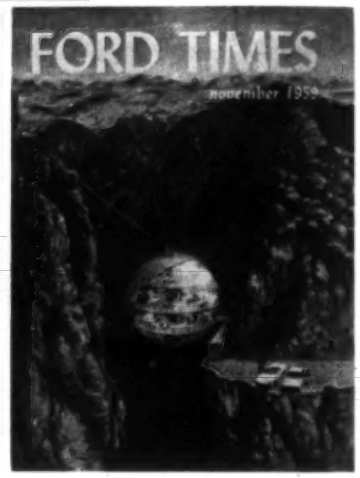
Sells the man who buys

A Conover-Mast publication • 205 E. 42nd St., New York 17, N.Y. BPA

Art Director of Year Nominees

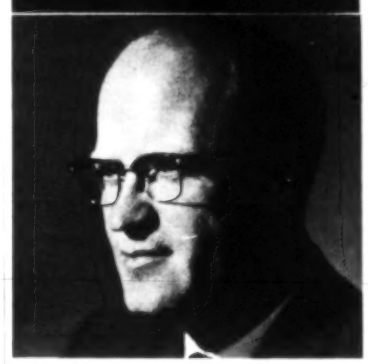


JAMES K. FOGELMAN, *New York, administrative design director of Ciba Pharmaceutical Products, supervises many an elaborate piece of art work, like this booklet introducing the Ediophor control layer tv projector.*



CHARLES HARPER, *Cincinnati, designer, illustrator and art consultant of the Ford Times, is noted for his covers, such as this one showing a vacation house suspended over Colorado's Black Canyon of the Gunnison.*

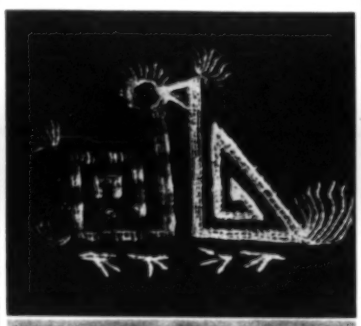
GEORGE GUIDO, *Detroit, is an art director of Campbell-Ewald Co. with the Chevrolet account as his domain.*

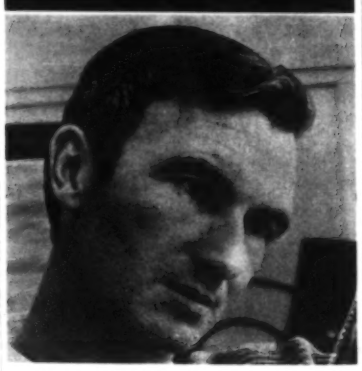


DON COTNER, *Columbus, is director of graphic arts service of Nationwide Insurance Companies, where his duties include the art direction for the company magazine, "Minutes."*

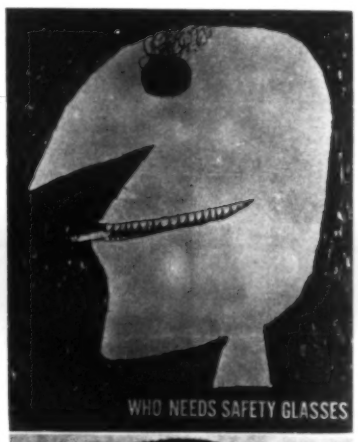
HENRY WOLF, *New York, art director of Harper's Bazaar and before that, of Esquire, has always found a new way of doing things—even for a catalog cover for an exhibition of paperback covers, pictured here.*

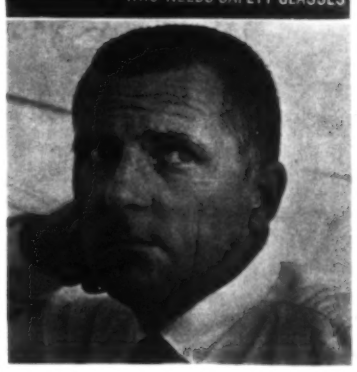
OTTO STORCH, *New York, is the art director of McCall's who brought a "New Look" to editorial art and layout, as exemplified by this cover, a Storch favorite.*





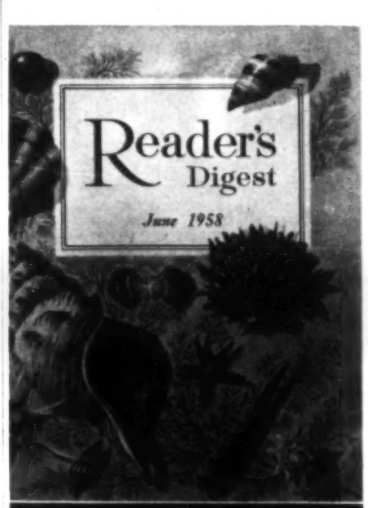
NORMAN McLAREN, *Montreal, is a designer and producer with the National Film Board of Canada, known for his imaginative use of art work in films, such as these barnyard scenes from "Blinkity Blank."*





STANLEY B. HODGE, *San Diego, chief of art direction, Convair-Astronautics, a division of General Dynamics, brings a sophisticated style not only to Convair's national advertising but its internal communication, including this safety poster.*

ROBERT GAGE, *New York, executive art director and vp of Doyle Dane Bernbach, chose this Ohrbach's ad as one of his own favorites.*



ROBERT H. BLATTNER, *New York, is not only art director of Reader's Digest, he also is the artist for many of its covers, such as this seashell still life. He's also president of the New York Art Directors Club.*

11 Under Scrutiny for Designation as NSAD's 'Art Director of Year'

NEW YORK, Feb. 14—Who is the art directors' art director this year? A national poll of some 4,000 art directors across the U. S. and Canada is going on this month to select the "Art Director of the Year."

The winner is being chosen from 11 nominees, from seven cities, chosen by the 38 clubs affiliated with the National Society of Art Directors. His identity will be revealed at the society's annual meeting in Chicago April 17.

■ Last year the NSAD award was made posthumously to William Golden, of CBS. Previous winners have been Arnold Varga, George Giusti, Saul Bass, Walt Disney, Leo Lionni, Frederick Boulton, Arthur T. Lougee, John Tinker, Gordon Aymar, Bradbury Thompson, Charles Coiner and the late Paul Sherriff. #

JOHN FLACK, *San Francisco, is executive art director of Cunningham & Walsh, where his accounts include Qantas Airlines and Sacramento Milk Council.*

John Flack

Hey! Here's an Agency That Doesn't Want 'Publicity'

LONDON, Feb. 14—Crane Publicity Ltd. is changing its name to Crane Advertising Ltd. in order to spare American friends and prospective U.S. clients any confusion.

In England the word "publicity," as on the Continent, does not have the restricted meaning which it has in the States. It can, and frequently does, mean "advertising" without any reference to public relations activities.

■ A Crane executive visiting the U.S. recently found that Americans were surprised to hear that Crane is involved in advertising. In fact, Crane is strictly an advertising agency and does no publicity work. Hence, the name change.

The agency last year came into the control of four former members of Erwin Wasey, Ruthrauff & Ryan—C. Austen Barnes, Donald McClure, Dennis Blairman and Ronald Critchley (AA, March 28, '60). Crane reports it currently bills about $3,120,000 and expects to exceed $5,600,000 in 1961. #

Revlon Buys NBC-TV Shows

Revlon, New York, is working out final details of its purchase of half of Ford's sponsorship of two NBC-TV shows. Revlon will take over as alternate-week sponsor of "Alfred Hitchcock Presents" Feb. 21 and as alternate-week co-sponsor of "Wagon Train" April 12. Grey Advertising Agency is handling the buy.

McGrath Named VP

Carpenter, Matthews & Stewart (formerly Carpenter-Proctor), Newark and New York agency, has elected J. T. McGrath a vp and director of marketing. Formerly with Gaynor & Ducas, he joined the agency in November.

'World Media & Markets' Bows

A new monthly publication, *World Media & Markets*, is being published by World Trade Press, 6043 Hollywood Blvd., Los Angeles. Initial distribution is to 3,000 advertising and marketing executives. The one-time b&w page rate is $200. Albert Spitzer & Associates is the representative.

WTRF-TV STORY BOARD

A BURGLAR'S WIFE was badgering for money. "Okay, Okay, stop nagging," grumbled the man. "I'll get you some as soon as the bank closes."

T. R. Effic!

wtrf-tv Wheeling

THE SLOTHFUL CANNIBAL complained that he would soon have to seek employment after years of eating off his relatives.

Wheeling wtrf-tv

EXEC VP BOB FERGUSON (wtrf-tv's Abominable "Know"Man) claims he knows a gal who is 37-27-17. She's 37 years old, has a 27 inch TV set and a 17 cubic foot food freezer.

wtrf-tv Wheeling

SIGN IN A LAUNDRY WINDOW: "Ladies who drive by and drop off their clothes receive prompt and courteous attention."

Wheeling wtrf-tv

A MISER is tough to live with but he sure makes a helluva good ancestor. (Thanks to Hedy Kleber, Bellaire, Ohio)

wtrf-tv Wheeling

WANT A COPY of the agency list of Top 100 U. S. TV Markets? Ask George P. Hollingbery or contact us . . . we dominate #34 on that list. Yes, and WTRF-TV, Wheeling has a bonus merchandising plan too. Want sales results?

Wheeling wtrf-tv

WHAT THIS COUNTRY NEEDS is cheap ice . . . got plenty of cheap skates.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

This *SERVICE* magazine gets next to a *man* . . .

You can get mighty close to a man when you talk *his* language.

Look at POPULAR MECHANICS. PM has a great faculty for winning a man's friendship by adding to the enjoyment of his leisure time. His special interest in such things as boating, shooting, photography, just naturally bring a man close to PM. It's *his* kind of magazine. It speaks *his* language.

The intensity with which over five million men pursue their special interests through POPULAR MECHANICS can be directed to your product message when it is in *the service magazine for men.*

POPULAR MECHANICS

Reporting the mechanics of modern living

A HEARST MAGAZINE

The greatest advertising response in the history of a $9,000,000,000 company

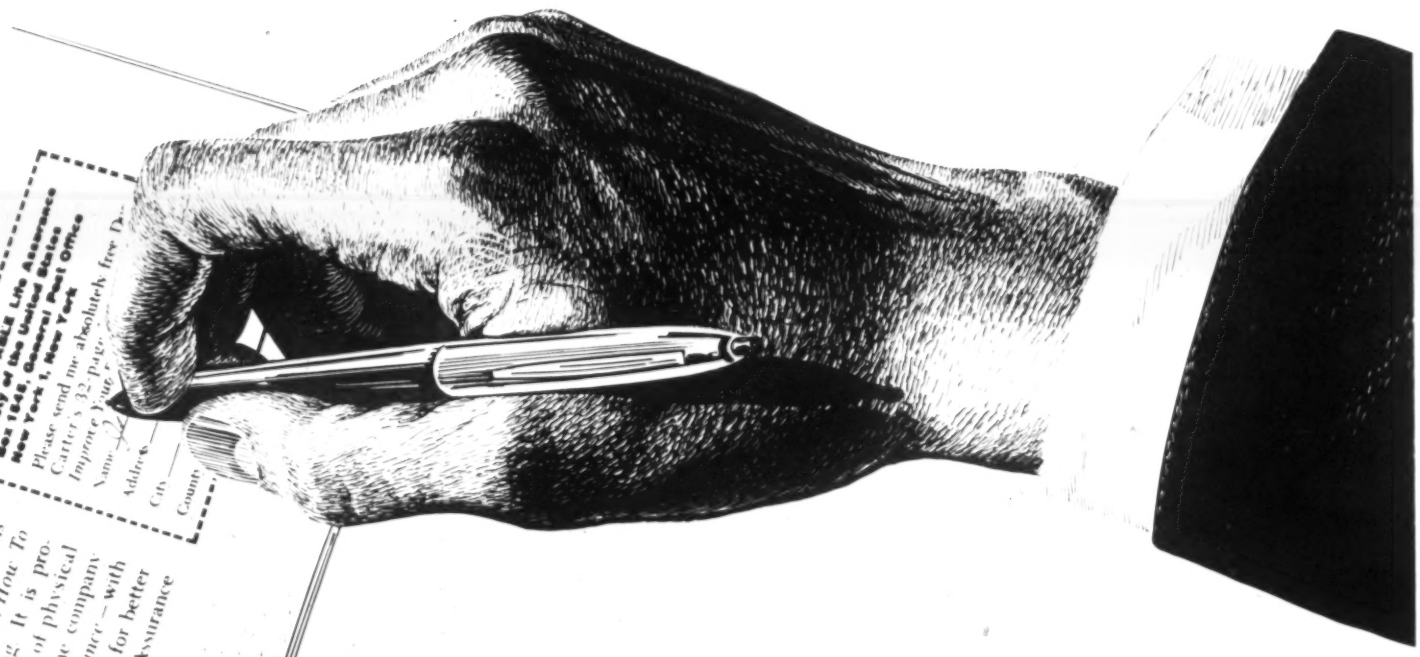
Recently, The Equitable Life Assurance Society of the United States, sensing the swift undercurrent of sport, fitness, and vigorous activity that was sweeping into American family life, began to use SPORTS ILLUSTRATED as a major advertising medium.

A specially-prepared campaign eventually ran to 17 full pages, black-and-white, featuring major sports champions and offering "how-to" booklets.

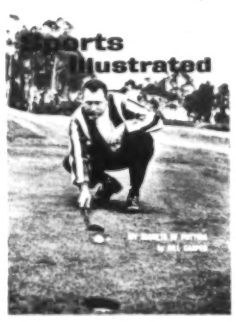
The accuracy of The Equitable's judgment was reflected in the response from the advertisements. More than 100,000 coupons were received, or just about 1/9 of the magazine's average weekly circulation during the time the campaign appeared:

Said Equitable Vice-President Charles R. Corcoran: *"I seriously doubt whether any insurance company anywhere has ever seen such returns from any advertising. I know I haven't, and what's more important, neither have our agents. In addition to the impression we have made as a company concerned with physical fitness and sports, we've sold a substantial amount of life insurance through our SPORTS ILLUSTRATED advertising.*

"Perhaps even more than that, with a force of 10,000 agents, we have a large stake in letting our men in the field know that our advertising is really helping them write insurance. Thanks to SPORTS ILLUSTRATED they know that their company is really working with *them, because they've seen the* results."



Prospects—not coupon clippers. **Agents who followed up their leads reported that the people who wrote in were a far cry from the inveterate coupon clippers who often inflate the returns from advertising. A series of spot checks in the field also showed that the SPORTS ILLUSTRATED respondents were excellent prospects for life insurance. Their median age was 37; their median income $10,500.**



The market trends which guided Equitable (and are guiding more than 800 other SPORTS ILLUSTRATED advertisers, big and small) are simple and three: 1) A vast increase, in only five years, in the numbers of $10,000-and-over family incomes 2) the tremendous surge of American families, both physically and psychologically, to the suburbs 3) the enormous increase of interest in sports of all kinds, spectator and participant.

And as a result the fortunes of the magazine that has been these families' favorite have risen accordingly. SPORTS ILLUSTRATED's circulation, now 950,000 weekly, has doubled in six years; advertising revenues, now above $14,000,000 annually, have increased fivefold.

Sports Illustrated

Advertising Age

Feature Section

This Lemon Is a Real Winner—CM

Match Your Wits with Leber

McMahan Salutes Top Commercials

Look to Research and Development

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Nine Steps to Developing an Agency Profit Plan Are Detailed by McCann-Marschalk VP

No two agency accounts are alike and so the profit picture will seldom be the same on any two accounts, Vp Don Wiener of McCann-Marschalk observes. But he believes that certain steps can lead any agency to a workable profit plan. He has outlined those steps in the following article written expressly for Advertising Age.

By Don Wiener
Administrative Vice-President,
McCann-Marschalk Co., New York

For some time now the managements of several of the largest agencies have been commenting on the shrinking profits from the standard 15% commission. One of the major agencies has taken the position that the 15% commission is no longer applicable to its business. The agency has solved its profit problem by contracting a cost-plus arrangement with its clients. Others in the agency business feel that the 15% commission assures them the right of continuing to manage their internal affairs. It is to the supporters of the commission system, who feel that management skills can be used to assure proper profits, that this article is directed.

Making a fair profit on sales in the agency business does not seem to be a science. Many profit formulas have been developed, pontificated and abandoned. There seems to be no substitute for sound business judgment and experience applied to specific account situations. *A priori* formulas are no substitute for detailed analysis of the particular costs connected with running an agency and with servicing specific accounts.

■ No two clients are alike in personality, marketing problems, creative prejudices, demands for service, knowledge of their own and the agency business, or in an almost infinite variety of factors affecting costs.

A satisfactory profit plan for any advertising agency can only be developed after a complete analysis of the accounts, their service requirements, media structure, contractual relationships, etc., as well as an analysis of the agency's organizational structure, salary ranges, policies relating to growth, breadth of service, pricing, new business, growth accounts, auxiliary services, etc.

Without specific information required to prepare a detailed and workable profit plan for a specific agency, I can only set down suggestions which, if followed with management skill and enthusiasm, can result in the establishment of a workable profit plan.

Steps in Establishment of a Profit Plan

1. Establish an over-all company profit objective.

An operating profit of 25% of revenue seems to be a reasonable objective in the industry. In order to accomplish this objective, an agency can afford to spend 50% of its revenue dollar for salaries and 25% for expenses (see Exhibit A).

Allocating the 50% of the revenue dollar for department salaries is a decision that must be based on the nature of the agency, the talents of the principals and its accounts. For the purposes of the article, I have allocated all salaries against functional departments of the agency and have made no allocation of salaries to general administration and management (see Exhibit B).

It would seem that for an agency to achieve a reasonable profit all salaries should be against revenue and overhead kept to a relatively low level (see Exhibit D).

There is no magic formula that can be established for distributing the monies available for salaries among the several departments. This allocation can be objectively made only after a thorough knowledge of client requirements. I have tried to indicate only a relative weight of salary levels and departmental needs in making the allocation.

2. Establish account by account profit objectives.

If the agency as a whole is to retain 25% of its revenue dollar as profit, this profit must be produced on an account-by-account basis. Of course, no two accounts will operate at the same profit level. Some will produce 15% profit and pay an appreciable portion of the agency overhead. Others which produce 30% or 35% profit, require little service and pay a negligible portion of the agency's overhead.

An account producing too great a profit is frequently susceptible to solicitation from another agency.

Producing too small a profit on an account can result from the account being handled by people at the wrong salary level, improper servicing or inherent client requirements. If the revenue produced on the account cannot support the breadth of service it requires, minimum compensation arrangements can frequently be negotiated with an understanding client.

Explicit budgets should be established for individual accounts showing both departmental time and out-of-pocket expenses (see Exhibit C). Work load on any account is cyclical, consequently the time allocation and expense allocation must be budgeted on a calendarized basis. Here again, direct time allocations set forth in the exhibit are of an arbitrary nature and would be determined in practice after detailed discussions with all activities affected.

3. Establish departmental expense budgets.

In order to plan and control departmental salaries and indirect expenses, it

Exhibit A: *Total Agency Profit Plan*

Billing	$20,000,000
Revenue (14.75%)	2,950,000
Salaries (50% of Revenue)	1,475,000
Operating Expenses (25% of Revenue)	737,500
Operating Profit (25% of Revenue)	737,500
Employe Benefits (10% of Salaries)	147,500
Taxes	301,300
Net Profit	288,700
% of Profit to Billing	1.4%
% of Profit to Revenue	9.5%

Exhibit B: *Allocation of Salaries to Departments*

Salaries		$1,475,000
Account Service	35%	$ 516,250
Creative		
Art	15	221,250
Copy	18	265,500
Media	12	177,000
Research	7	103,250
Production	3	44,250
R/TV Production	2.5	36,875
Traffic	1.5	22,125
Public Relations	1	14,750
Accounting	3.5	51,625
Office Services	1.5	22,125
	100%	$1,475,000

Exhibit C: *Sample Account Budget*

Billing		$9,500,000
Revenue 14.75%		1,327,500
Dept. Salary Expenses		
		Direct Time
Account Service	14.0	185,820
Creative	12.9	170,955
Media	5.6	74,328
Research	2.8	37,164
Production	1.7	22,298
R/TV Production	2.2	29,731
Traffic	0.6	7,433
Public Relations	0.6	7,433
Total Direct Time (40.4% of Revenue)	40.4	535,162
Overhead (78.6%) (31.6% of Revenue)		420,638
Time & Overhead Dept. Costs (72% of Revenue)		955,800
Out of Pocket Expenses (3% of Revenue) Travel, Entertainment, Presentation, Unbillable Art, Unbillable Research, Etc.		39,825
Operating Profit (25% of Revenue)		331,875

Exhibit D: *Overhead Computation*

Total Salaries		$1,475,000
Indirect Salaries		
Accounting	$ 51,625	
Office Service	22,125	
15% of Remaining Salaries for Holiday Vacation and Illness	210,188	
Total Indirect Salaries		283,938
Total Direct Time		$1,191,062
Total Expenses	$737,500	
Client Related Expenses	85,000	
Indirect Expenses	652,500	
Indirect Salaries	283,938	
Total Indirect Costs		936,438
Overhead (Ratio Between Direct Salaries and Indirect Costs)		78.6%

is necessary to establish departmental budgets as well as account budgets. It is through this device that the administrator can come to grips with the overhead rate and can control and give visibility to all indirect expenses.

4. Assign responsibility and authority to senior account supervisors and department managers necessary to meet their budgetary assignments.

In order to make the profit plan work, it is necessary to have the complete and willing cooperation of all members of management and supervision. Profit and budget performance must be treated with high seriousness and used as an explicit criterion for the measurement of the performance of account supervisors and department managers. This means that the account supervisors and department managers must take an active role in the establishment of their budgets and not have these budgets imposed upon them.

5. Establish accurate and timely reports showing performance against budget.

Not only does this entail the usual monthly reports of performance against budget, but it also entails graphing indirect time reported by departments and reviewing this with department managers; and reviewing with account supervisors responsible, the direct time reported against their accounts.

Advertising professionals should not be converted into bookkeepers. With proper reports and proper ground rules, significant factors can be pointed out to account and department managers with a minimum amount of interruption.

6. Review performance against budget with senior account supervisors and department managers on a personal basis.

It would seem to be very important in the agency business for the administrator to sit down at least once a month and hold brief meetings on a personal basis with all individuals having budgetary responsibility. These meetings should be used to review performance against budget. It is also important that these meetings be approached in a helpful, constructive atmosphere.

7. Act quickly in reducing expenses when forecast billing will not materialize.

It is the responsibility of an alert administrator to call to management's attention, factors that will adversely affect an established profit plan. It is also his responsibility to develop recommendations or take action within specific limits that will correct an adverse situation.

8. Review all expenses continuously in order to determine action that can be taken to improve upon a Profit Plan.

There are always methods of reducing expenses and improving upon established profit plans. Through continuously examining operations and exploring new methods profit goals can be improved.

9. Cost estimate all new business prospects to determine profitability of the account and establish specific limits when the account should be handled on a profitable basis.

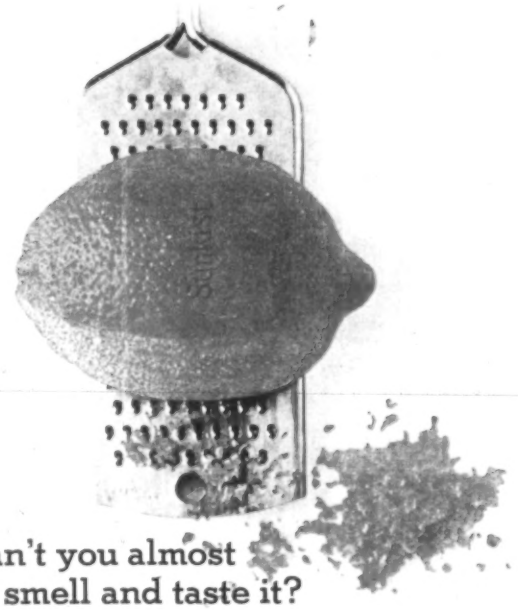
Acquisition of new accounts frequently has at least a temporary adverse effect on profit. It is suggested that this adverse effect be given visibility when soliciting the account and the extent of the investment be understood. Cost estimating accounts as well as budgeting by accounts will point out the minimum size and type of accounts that the agency can handle profitably.

■ For the purpose of this article, revenue shown in the exhibits has been computed at 14.75% of billing because the billing includes provision for outdoor advertising —24-sheet posters and painted displays —earning a 13% commission; no commission has been taken on art and mechanical, sales tax, shipping, postage, telephone, telegraph and billable travel expenses.

■ This report has not dealt with the auxiliary services such as public relations, product publicity, merchandising counsel, sales promotion and market research. These services may be supported either in total or in part out of advertising revenue. In order to assure a profit, the cost of these services and the amount supplied out of advertising revenue must be carefully controlled. Competitive prices should be established when the client is to pay for these services directly. #

The Creative Man's Corner . . .

Lemons Can Be Positive


Can't you almost smell and taste it?
If you're strictly a juicer or wedger, you're missing a good part of what a Sunkist lemon's got to give. The peel.
The peel, with its fragrant flavor oils, adds a zest to cooking that nothing else can. Try grating some into sauces and salad dressings. Grate it into cream cheese and dips for extra zip. Taste what it does for frostings, fillings, cakes and cookies.
For a quick dessert with a fancy air, grate a little on ice cream, puddings and canned fruit. And what good cook would dream of making lemon pie without a generous grating of peel?
But whether you grate, squeeze or slice our Sunkist lemons, always be sure you have enough. Buy them by the bag. Remember, when you add a little lemon you add a lot to life.
Sunkist—the way the best lemons sign their name

When we were very young, lemons were in low regard. If you had taken a bum rap, you had been "handed a lemon." There was a song, "I Picked a Lemon in the Garden of Love, Where I Thought Only Peaches Grew."

Some of this carries over into slot machines, where any combination containing a lemon is automatically a loser.

Just how all this started is something of a mystery. But the Sunkist people are making giant strides in their current campaign to extend the use of fresh lemons. This color page from *McCall's* is a prime example. The heading and illustration combine to form a small masterpiece of appetite appeal.

Certainly you can almost smell and taste it! Your olfactory nerve is bound to respond. And, viewing the original color page, you may find yourself drooling delicately.

This copy does an excellent job of selling the many uses of grated lemon peel. But I am sad about the opening sentence: "If you're strictly a juicer or wedger, you're missing a good part of what a Sunkist lemon's got to give."

English is a good language, even though perplexing to foreigners who try to master it. Despite all that Winston cigarets have done to mutilate English usage, correct English remains the strongest English. This sentence would have lost none of its forcefulness had it said, ". . . what a Sunkist lemon has to give."

Furthermore, the writer's unhappy phrase is subject to two interpretations, as written—and no advertising copy should ever be other than crystal clear, "so that it can't be misunderstood."

"Got to give" can mean either, "possesses to give," or "compelled to give," in the present-day vernacular. True, most readers will read it as intended. But they don't have to.

To be consistent, the first sentence of the last paragraph should end, ". . . always be sure you've got enough," instead of the "always be sure you have enough." But the writer forgot to be folksy at the end. He was no longer writing down to a slangy audience.

Regardless of slaughtered syntax, this ad will sell lemons. But anything so good deserves good English. #

What They Were Saying 25 Years Ago . . .

Frank R. Coutant, director of research, Pedlar & Ryan Inc., and president, American Marketing Society, speaking before the Poor Richard Club of Philadelphia (AA, March 2, 1936):

"At least three-fourths of the support that the science of marketing has so far received has come from advertising agencies. Keenly aware of their responsibility in investing advertising monies and unable 99 times out of 100 to get full and accurate information from clients, advertising agents have frequently financed studies of marketing processes and presented them to advertisers as a free service. They have gone as far as they can afford to go, and it is not far enough."

Charles Docherty, veteran president of the Omaha Advertising Club, in an interview (AA, March 2, 1936):

"Although the Truth-in-Advertising movement burst into full bloom at the 1911 Boston convention [of the AFA], it really germinated the preceding year at Omaha. A year's reflection gave the pioneers enough conviction to be able to sell the idea at Boston . . . The press of that early day was not in entire accord with the new proposal and the first shoots of what developed into such a sturdy tree came into being without publicity." #

Westinghouse chooses Good Housekeeping to tell quality story to quality customers with largest ad ever in Good Housekeeping

COLOR SPREAD PLUS 16 PAGE BOOKLET STRESSES SIGNIFICANCE OF GOOD HOUSEKEEPING GUARANTY SEAL IN SELLING OF ALL 1961 WESTINGHOUSE MAJOR APPLIANCES

Here's fresh new February sales dynamite to bring in millions of ready-to-buy customers!

It's a spectacular advertisement—the largest ever in Good Housekeeping—a big 16-page booklet plus a spread, in the magazine whose pages inspire buying confidence and action!

The entire Westinghouse major appliances line is represented in beautiful full color and the ad shows how Good Housekeeping Institute has investigated and confirmed the high quality of each type of product.

"The widespread consumer confidence in the Guaranty Seal," says J. J. Anderson, Marketing Manager, Major Appliances, of Westinghouse, "makes it the appropriate device for getting the story of our new quality standards over to the consumer." And, he added, a study showed the Guaranty Seal is a buying influence with over 40 million homemakers.*

Top retailers, such as Polk Bros., are taking full sales advantage of this spectacular presentation in Good Housekeeping with all-out month-long sales promotions and ads. (Retailers ran almost 7 million lines of Good Housekeeping tie-in ads in 11 months of 1960**—more than the amount of the weeklies and the other women's service magazines combined.)

As Westinghouse says, "Good Housekeeping is the magazine that takes exceptional interest in the products its readers will buy and enjoys extraordinary trust from its readers." True! That's why Good Housekeeping moves women and merchandise.

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

MAGAZINE AND INSTITUTE
A HEARST MAGAZINE

*Crossley S-D Surveys, Inc.
**ACB

...because nothing persuades and sells like the truth

On the Merchandising Front . . .

Next—a Leap Ahead for In-Plant Retailing

By E. B. Weiss

Manufacturers have had retail stores of infinite variety for their employes for years. But now the automatic vendor promises both to revolutionize in-plant retailing and to propel it into still greater growth, especially in medium-size and even smaller plants which previously could not cover the costs of a typical factory store.

E. B. Weiss

I presume the new industrial store will be called "automated in-plant" retailing. It will be a close relative of the traditional "industrial" store—yet it will present differences.

It will be a close relative of the highway store location, since so many of our new plants are located adjacent to highways. But it will differ from the typical highway outlet.

Its major point of difference will be its development of automatic retailing.

■ In-plant retailing, in new forms, will come about for precisely the same reasons that led to nocturnal retailing, to suburban and regional shopping centers, to highway stores, to Sunday retailing, to the upsurge in noon-hour shopping, in telephone shopping and shopping by mail, to stores in apartment houses.

One reason—more and more shoppers find that time for shopping in traditional locations during traditional hours is shriveling.

This is especially true when both husband and wife work—and of course that, in turn, is especially true of younger couples. Then there is the now recognized fact that shopping for necessities especially is no longer entertainment—it is a bore.

■ These, and a score of other changes in our social habits, all of them responsible for the various retail revolutions of the post-war era, are now propelling retailers (and factory personnel directors) toward a new examination of in-plant retailing.

Actually, in-plant retailing started many years ago with the so-called "factory outlet" store. It also started with the privilege extended to plant employes of buying the factory's output at a discount. It became an established form of retailing under the label of the "industrial" store.

■ Then, in-plant retailing leaped ahead with the growth of in-plant dining services. (The restaurant is a form of retailing.) Few large plants do not provide elaborate in-plant feeding services these days. Moreover, as is true of other restaurants, in-plant restaurants have tended to offer for resale not only candy and other small items, but also small gifts, etc.

In-plant restaurants took another big stride with the advent of automatic devices for dispensing food for on-premise consumption. Modern automatic food installations in some of our great plants are truly remarkable—and the current rate of growth of the automatic in-plant dining facility is clearly dynamic.

■ Now we find that some of our great banks are beginning to expand various in-plant services for employes. Thus, the First National City Bank of New York (which usually runs Chase-Manhattan a close race for honors as the second largest bank in the nation) recently announced that it was extending its in-plant banking program to provide employes with the full range of consumer services offered by the bank—and this is a big range of services.

Under First National City's ready Banking Service, employes of participating companies will be able to initiate savings, checking and Christmas club accounts, apply for personal and automobile loans and Citibank Ready-Credit, a check credit plan, without leaving their places of business.

■ First National City said the extended plan had been in operation several weeks and had been favorably received. One plan permits the employer to send his entire payroll in one check for distribution to the individual employe's personal checking account. The bank then deducts from the personal checking account sums for other services, such as savings accounts, Christmas club and personal loan payments. Such automatic disbursements are made only under the express authorization and instructions of the individual employe.

A second plan calls for the employer to deduct from each employe's salary a specified portion and forward to the bank one check for all deductions. Details accompany the check for appropriate crediting of individual checking and savings accounts, loan payments and Christmas club.

To initiate the program, an employer has the bank install a small service rack in either the plant or office. The rack contains information on the available services and postage-paid envelopes for their use.

Clearly, this is also a retail function—retail banking.

■ Many so-called "catalog" wholesaler-retailers do a large volume with factory employes—frequently with the aid of the personnel department and of the plant purchasing agent. As a matter of fact, any number of retailers have been catering to plant employes during the lunch hour and at other times. The plant parking lot is used for this purpose and the retailers employ various specially-equipped trucks which carry widely diversified inventories.

But now it appears probable that the in-plant store will be among the first to install automatic vending on a big scale. Here it will have plant experiences with, automatic food vending for on-premise consumption as a guide, as well as the use of automation processes on the factory production line.

■ It may very well be that the basic patterns for automatic vending in retail locations of many types will be set by the coming development of automatic retailing to factory employes (office employes, too). Manufacturers "take" to automation much more rapidly than do retailers. I think they will "take" to automatic retailing much more rapidly than will most retailers.

I believe in-plant retailing will also cater more energetically to the "service" requirements of the employe. Bank services typify this trend. (All mass retailers are showing a great interest in the potentials inherent in services, sparked by comments by top Sears executives on this subject.)

■ It is interesting to note that there have been enormous changes in retail store locations during the last decade. The coming decade will see location changes at least as drastic. Automatic vending itself will spark amazing new store locations. And not the least important of these location changes for retailing will involve the in-plant store.

In particular, I expect to see some of our great *chains* opening stores in plants —including some of the closed-door discount chains!

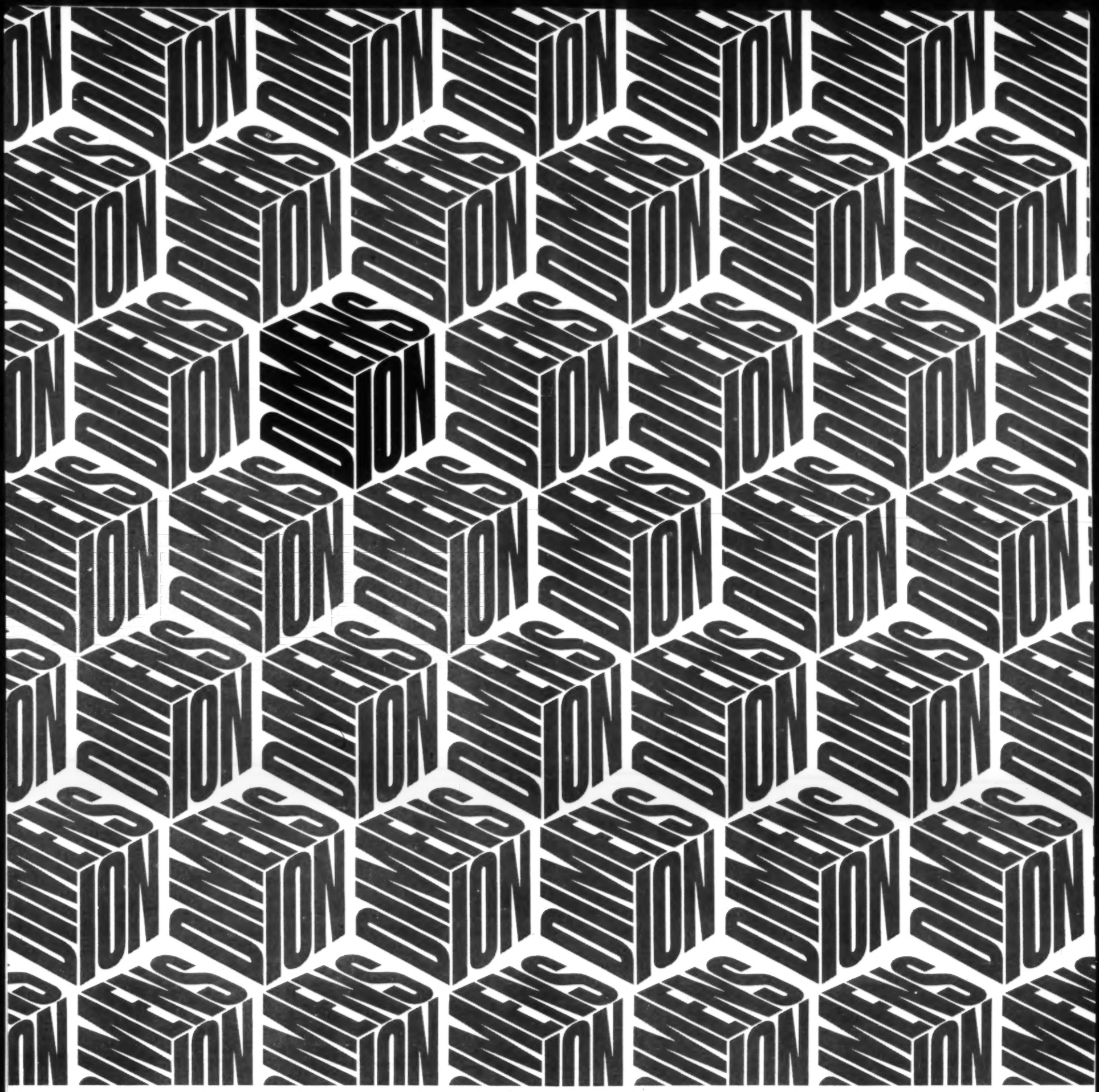
In conclusion, I feel that in-plant retailing is now destined for a large growth, that it will develop new forms and techniques, that automatic vending will be featured here sooner than elsewhere, and that food will move in big volume through this outlet. If other retailers are not to permit the closed-door chains to capture this outlet, they will have to move fast—and with new low-margin techniques. #

BIZ QUIZ

Compiled by Lester Leber

Test your recollection and perception by ticking off True or False for each of these statements. You'll find the answers on Page 86.

1. More people say they are "generally favorable" to advertising than say they are "generally unfavorable."
   ☐ True ☐ False
2. Of companies that start national advertising more make their debut in television than in magazines or newspapers.
   ☐ True ☐ False
3. Situation comedies attract a larger average audience on tv networks than variety shows or westerns.
   ☐ True ☐ False
4. During the last decade number of tv sets in use has grown by a larger percentage than amount of money spent for network time.
   ☐ True ☐ False
5. "Crossover network" is the new term used to designate a spot announcement on the same station between programs from two different networks.
   ☐ True ☐ False
6. Sunday newspapers in the U.S. have a greater circulation than either morning or evening papers.
   ☐ True ☐ False
7. Newspapers do a bigger dollar volume than business publications and consumer magazines put together.
   ☐ True ☐ False
8. Volume of help wanted advertising in newspapers shows a steady increase.
   ☐ True ☐ False
9. *American Weekend* is name of newest syndicated newspaper supplement.
   ☐ True ☐ False
10. *Playboy* is first man's magazine to achieve a circulation in excess of 1,000,000.
    ☐ True ☐ False
11. With its English and French editions *Reader's Digest* has become Canada's leading magazine in dollar volume of advertising.
    ☐ True ☐ False
12. It requires a greater vocabulary range to read *Fortune* than to read *The New Yorker*.
    ☐ True ☐ False
13. Cosmetic houses spend a larger percentage of their sales on advertising than tobacco manufacturers.
    ☐ True ☐ False
14. Obituaries run by *Advertising Age* show that advertising men die younger than men in allied fields such as publishing, broadcasting or public relations.
    ☐ True ☐ False
15. In food chains cost of trading stamps is higher than cost of newspaper advertising.
    ☐ True ☐ False
16. Over the last dozen years concentration on fast-selling merchandise has shrunk the number of items handled by supermarkets.
    ☐ True ☐ False
17. The Federal Trade Commission issued more complaints and orders in 1960 than ever before in its 46-year history.
    ☐ True ☐ False
18. More of the U.S. working force is now engaged in performing services than in turning out products.
    ☐ True ☐ False
19. Within the next 20 years the New York metropolitan area will probably be surpassed in population by the Los Angeles area.
    ☐ True ☐ False
20. Domestic airlines now account for more passenger-miles than either trains or busses.
    ☐ True ☐ False



An ever-expanding program pattern

Dimension is creating a new depth of audience interest in seven of the largest markets, coast-to-coast.

Dimension—exciting vignettes in sound that stir the imagination: "This is my Profession," "Hometown Recollections," "American Landscape," "Bennett Cerf Stories," "Wonderful World of Teens," "Yesterday's Heroes Today," "The Year 2000," Richard Joseph's "Travel Notes," "Dorothy Kilgallen Introduces," and more.

Dimension—conversation pieces by the world's most interesting people: Raymond Massey, Vincent Price, Burgess Meredith, Hildegarde, Carl Sandburg, Celeste Holm, Shelley Berman, Zsa Zsa Gabor, Mischa Elman, Theodore Bikel, Margaret Mead, William Zeckendorf, and many others.

Dimension has been added to the strongest local programs on radio, those of the CBS Owned Radio stations—the idea stations. **Dimension** is an added reason for expanding your sales by reaching large and attentive audiences on:

WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco, WCBS New York, WEEI Boston, WBBM Chicago: The CBS Owned Radio Stations

McMahan on TV Commercials . . .

10 Top Marketing-Creative TV Successes; Other Selections of Year's Best

Harry McMahan, tv commercial consultant to agencies and advertisers and a judge at many of the tv commercial festivals and competitions, each year views some 12,000 tv ads, selecting the best for monthly review in ADVERTISING AGE. *This month he makes his selections of the year's best and includes some of the "case history" data from his recent lectures at Harvard Business School.*

By Harry W. McMahan

It was interesting to note that the two commercials which won the most awards in the 1960 competitions (three each) also had something else in common: *Both agencies lost the accounts inside of six months . . .*

Harry W. McMahan

Festivals of course don't judge on marketing effectiveness. They serve their purpose as a stimulant to creativity, an interchange of information, a recognition for bright minds and hard work.

But where do creativity and marketing effectiveness meet? What happens when lightning strikes Cloud 9 and the dollars come raining down?

It does happen. And it is quietly happening more and more as television meets its challenges in a maturing audience. The novelty era of the medium has passed. The viewer is smarter, twice burnt around the edges and up-to-his-eyeballs in couldn't-care-less.

A Plaque for Unhack

It is time to take note of some of the campaigns and commercials that point the way the ball is bouncing.

Creative—marketing successes, you might call 'em. Because it was the *creative plus* that made the marketing effectiveness possible. Now, this isn't an easy thing to pin down, but we think we've ferreted out enough facts to make these nominations stand up.

So strike a plaque for a new kind of "10 Best." And let the plaque show a cash register rampant on Cloud 9, above the crossed arms of a slide rule and a camera lens. In the lesser quarters of the coat-of-arms, let's show television's eye-and-ear. The eye, of course, is to the sky, while the ear is to the ground.

For these, my friends, moved merchandise:

Five with Measurements

The first five made measureable history:

1. Brylcreem: After this hair grooming aid was introduced from Europe in the early '50s, it plodded its way up to fourth place in share of market by 1958. There it stuck. Then the creative—marketing strategy figured competitive Vitalis and Vaseline hair tonic might not be so right, after all, with those old-fashioned tv "tests"—"sun tests," "white-glove tests." Brylcreem did an about face, calculated their 16-35 young male as a brighter viewer than that. A tongue-in-cheek, sophisticated approach, smilingly advised: "...don't use *two* dabs—it makes women tigresses!"

It tested well in California. Then national. All the budget in tv. In 18 months, the share of market reported up from 10% to 19%. By February, 1960, #1 in share of market. (Agency: Kenyon & Eckhardt).

2. Duncan Hines Cake Mix. P&G bought the brand in 1956. Through its shortening research, P&G improved the product Then a new package. Then the big decision: Is the traditional four-color magazine ad really necessary for "appetite appeal?" P&G shot the works entirely in tv. Great commercials—texture closeups, frosting dripping, *no* "yum-yum" shots with Dad and the freckle-faced son cramming their mouths with cake. Just the viewers were eating. . .

By Spring, 1960, Duncan Hines passed the long-time leaders, Betty Crocker and Pillsbury, and moved into first place in markets where they compete directly. (At year's end Betty Crocker was reported to have regained first through case allowance deals.)

Mark this as the series that proved four-color magazine ads couldn't match good b&w tv ads for appetite appeal—and selling effectiveness. And give it a special plaque for avoiding those overdone "yum-yum" shots! (Agency: Compton Advertising Inc.).

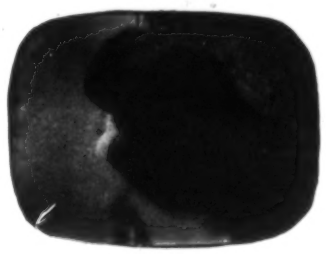
3. Nifty School Supplies. A great story for "why advertise?" St. Regis Paper Co. *didn't*, for nearly 50 years, on their five lines of school supplies. In 1949, they decided to go with *one* national brand (but still no media ad budget, just premiums and promotions). Even so, by 1956, sales were doubled.

Then $7,000 in tv as a toe-wetter in 1957; $28,000 the next year, $170,000 the next. Sales up 350% over '56.

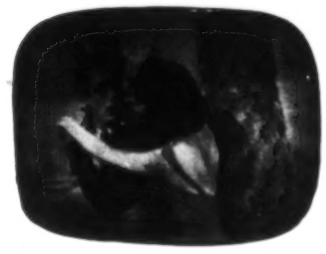
Then, for 1960, on $500,000, 400% more. All done with *one* commercial, in just *three weeks* saturation (August—September, before school openings). The commercial was a fairly simple demonstration, straight-forward, informative. The creative touch was a cartoon-jingle line that had the youngsters singing, "Take Nifty to School With You. . ."

For years now, we have been cautioning men, pleading with them to use only a little dab...

This poor fellow used two dabs and now he's paying the penalty. We refuse to be responsible.



He should have known that Brylcreem has a devastating effect on women...



Shy, serious girls become veritable tigresses. So, as a public service...

We would like to caution men to use just a little dab...

Brylcreem, a little dab'll do ya. Use more only if you dare...

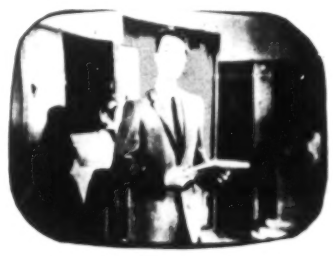
STORYBOARD—*The audio and visual excerpts of the commercials shown here were taken from a storyboard photo-script provided by U.S. Tele-Service Corp.*

One in every three school children in the United States, between the first and eighth grades, *did*. . . (Agency: Cunningham & Walsh).

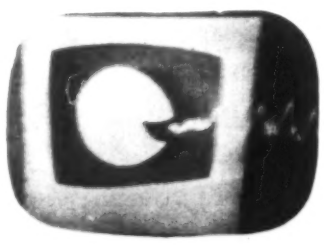
4. Bell & Howell Zoomatic Camera. They laughed when Bell & Howell bought public affairs shows. But the cash register chimed out the chorus when they ran the commercial that introduced the new 8mm Zoomatic camera. This was an excellent demonstration commercial (for my dough, the best of the year) with

Take Nifty to school with you...

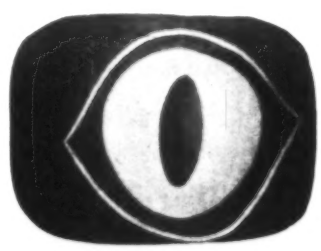
The new Nifty space-saver binder. Handiest loose-leaf notebook



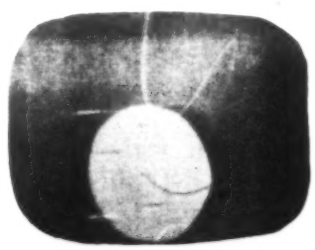
You can carry to school. It has a modern vinyl hard cover...



You'll never find out how good Skippy is by listening to us...



You can't discover how good Skippy is by looking...

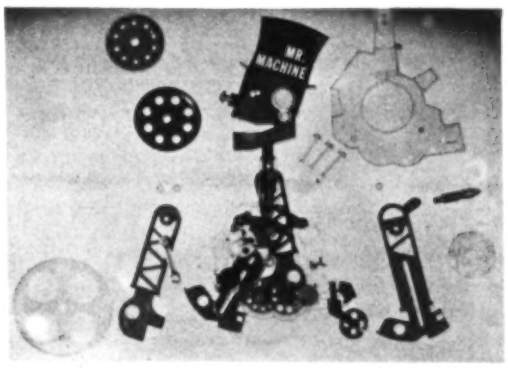


So try Skippy with your very own taster. You'll like Skippy.

Tangy flavor of the berries. For blueberry muffins...

In this new package signed Duncan Hines. Delicious.

Bell & Howell



Mr. Machine

news, information, human interest, price and the prestige positioning of the manufacturer all wrapped up in the same :60.

It went on the air 15 times on the public affairs shows, with added spot market boosts for six weeks in 12 markets. (Plus ads in *Holiday*, *National Geographic*, *Sports Illustrated*, foto mags.)

And it made Bell & Howell #1 in the 8mm zoom camera field. (Agency: McCann-Erickson, Chicago).

5. Mr. Machine. It was a year of disreputable toy commercials in tv (and some pretty disreputable ones in print, too). Out of the morass, this one stands out. Good product. Well made. (One dealer said he got fewer complaints than a Buick dealer!) And well sold. Again, like Nifty, a good demonstration, and a highly repeatable jingle that had the kids re-broadcasting it from August to Christmas. One commercial did the trick, again. Time periods about the same—5-7 p.m., in 45 markets. Plus two daytime specs, Shari Lewis and Macy's Thanksgiving Parade.

It turned out to be the biggest toy in Ideal Toy Corp.'s 57-year history. In four and a half months, more than *half a million* were sold. Not many? We should have mentioned the toy lists at $11.95! (Agency: Grey Advertising).

Ingredients for Success?

Now the analyst who tries to find some common ingredients for success in these five campaigns is apt to run a splinter in his slide-rule thumb. Two had memorable jingles. Three had superlative demonstrations. Two especially noted that viewers are smarter than ever. Only one won an award—Bell & Howell, Hollywood Ad Club.

But maybe all did have one common ingredient: *Creativity*. Each was bright, fresh, *different* from competition and, most important, geared to marketing objectives.

Five More on Target

Not every advertiser can accurately measure the creative ingredient in his successful marketing mix, of course. Especially if you're *already* on top.

Here are five more in that enviable position:

6. Chevrolet. The last of tv's full-hour weekly sponsors, Chevy makes the most of its six minutes worth each Sunday night. Thoughtful, provocative commercials. Selling the car. Selling the "image." Like the one with no words, "Family Shopping Tour." Or the one with no people, "American in Paris." Or the one with no car (till the end) "Magic Ride." Or the many they produce on videotape with electronic tricks. A handsome portfolio. (Agency: Campbell-Ewald).

7. Maxwell House Coffee. This series changed from "Good to the Last Drop" to the new line, "Tastes as Good as it Smells" with an audio-visual effect that made it come to life. That percolator perking, with a distinctive musical accent, keyed both the eastern and western versions for this top-market coffee. And it proved for tv that sight and sound can create two other sensory reactions—taste and smell. Tv exclusively. (Agency: Ogilvy, Benson & Mather).

8. Skippy Peanut Butter. Again proving viewers are smarter. Skippy always takes the adult approach, with good humor, to sell this so-called kid's product. A succession of pleasant, persuasive commercials on shows that never get high ratings (it seems only people who buy peanut butter tune in!). And Skippy keeps its 30-plus share of market right on through, in spite of ferocious competition from P&G's Jif and Derby's Peter Pan—and all those private brands. Smart viewers. (Agency: Guild, Bascom & Bonfigli).

9. Massey-Ferguson. Who said the farmer is a hick and a hayseed? Not Massey-Ferguson. They think tv has smartened him up with all the rest of the viewers. They use smart art, fresh designs, realistic photography, rousing good sound tracks that make the man who "works the land" not only important to himself, but to his banker and all his friends, too. Good selling. Good institutional, too. . . probably the best on tv. (Agency: Needham, Louis & Brorby).

10. Yogi Bear Kellogg's. Yogi Bear started out two years ago playing second fiddle to Huck Hound but by 1960—turned out to be one of tv's top salesmen as well as entertainers. He sold Corn Flakes and just about the whole Kellogg line, even coming to the rescue when Big Otis ruptured himself trying to lift OK's off the ground. A noble bear! A great sales personality—proving again some of the best ones come out of an ink bottle. Yogi did tv ads, posters, print ads, packages and premiums—upwards of $25,000,000 on that last item. Now he's got his own show, also for Kellogg's. (Agency: Leo Burnett).

Well, that's 10. All solid marketing successes. All solid creative successes.

Of course, there are many more. Some won't turn loose enough details of their marketing successes, like Comet, Polaroid, Pepperidge Farms, Timex. What stories those are! (But the sponsors remain implaqueable. . .)

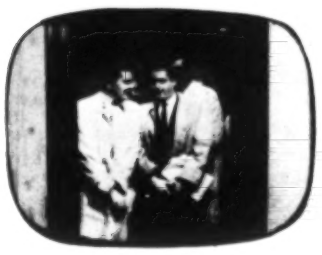
So we'll give a few remaining plaques not necessarily on figures but on our own subjective evaluations:

Best Creative-Marketing Agency in tv: Doyle Dane Bernbach. Their list is long: Polaroid, Dreyfuss Fund (great story!), Colombia coffee, Volkswagen, Alpine;

Massey-Ferguson

Chevrolet

CREATIVE INGREDIENT—*Six more commercials nominated for creative successes during 1960 are: 1. Bab-O; 2. Johnson & Johnson; 3. Rheingold beer; 4. Winston cigarets; 5. Kellogg's Corn Flakes; and 6. Maxwell House coffee.*



Ban gives maximum protection against perspiration...

... is gentle to skin, fabrics. Ban takes the worry out of being close.

plus, creatively at least, Chemstrand, Utica Club beer, El Al, 5-day deodorant pads.

Solid seconds: Young & Rubicam, Ogilvy, Benson & Mather.

Best Cigaret Commercials of the Year: Winston. Refurbished jingle, "what's up front," Garry Moore, and "like a cigaret should" wrap up a neat portfolio. Winston clobbers its field of plain-filter cigarets in sales (49.6 billion against 24.5 billion—the nearest competitor—according to *Business Week* figures for 1960).

Yet two of its three like-cigaret competitors are older. One is famous for its "hard sell." Another has had the most-talked-about-in-the-trade creative ads since 1955 (the year both it and Winston were introduced).

And, the final clincher, Winston spends *less per carton* in advertising monies than *any one* of its three competitors, year after year after year.

We call this creative—marketing success. The agency: Wm. Esty.

Best Beer Commercials of Year: Rheingold. We think it was a year of many exceptionally fine tv campaigns for brewers. Budweiser, Schlitz, Hamm's, Falstaff all had excellent entries—also many regional brews. But Rheingold, top seller in New York, topped 'em all, for my two bits worth. Beer-and-fun, beer-and-food, beer-and-music. "Let's do it!" Flash report: Agency has just taken the picture, dropped the sound track song and videotaped it with a new slow music track. Effective change of pace. (Agency: Foote, Cone & Belding.)

Best Tv Advertising Portfolio: Johnson & Johnson. Probably no one on the airlanes has *more* smart, sharp, highly creative commercials than the one with "sheer jazz," "Strobe," "sounds," "patches," "bald-headed baby" and more. Lucky J&J. (Agency: Young & Rubicam).

Of course we've already mentioned Chevy and Kellogg's and they're close seconds on this. Likewise in the running: Jell-O, Nabisco, Ford, Pet milk, Speedway gasoline, Johnson's wax. Good, smartly creative, well-rounded portfolios, all.

Best Technical Trick of the Year: Bab-O and its introduction of "Streechilation." Combining live action with carefully inserted sequences of animated dummies, all sorts of weird tricks are performed. Sometimes the tricks overpower this commercial, but the potentials of Bill Streech's process are obvious. (Agency: Geyer, Morey, Madden & Ballard.)

Most Hoped-for Breakthrough: Ban deodorant. If it clicks it may bring creativity at long last to the drug field. Set to "West Side Story" prologue finger-snapping music, this has emotionally exciting shots of people in crowds, on the go, building up the line "Ban Takes the Worry Out of Being Close." It may be a milestone. (Agency: Ogilvy, Benson & Mather.)

Perhaps you don't agree with all these picks. So pick your own. After all, I saw only 12,000 of 'em. . .

American Festival Deadline

Don't forget, deadline on the American Festival is close at hand: March 1. Entries go to Wallace A. Ross, festival director, 40 East 49th, New York 17. Festival day: May 4, Hotel Roosevelt. More than 2,000 entries are expected and it should be the finest competition yet staged for tv commercials. Sixty of the industry's best advertising executives and craftsmen will judge. #

Employe Communications . . .

Romance in Research and Development

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Behind the door marked "Research and Development"—in the typical company with such a department—men are working quietly in white coats and conversing in low tones. This is significant and essential, but out in the plant the typical man at the bench couldn't care less. He isn't interested, largely because his management has assumed he isn't interested and so has told him nothing. The amount of space used in company journals for employes about research is pitifully small, yet an employe's future often rides on what comes out of research.

The telephone company magazines for employes talk research and development all over the lot, and the typical employe reader gobbles it up—survey after survey proves it. It is acknowledged that the telephone company isn't putting anything out that could be quickly gobbled up and improved by a competitor. But the telephone companies—as William H. ("Organization Man") Whyte once remarked of progressive concerns—appear to pay employes the compliment of *assuming* that they are interested in what goes on in the company and what may be expected in the future.

The current issue of Michigan Bell Telephone Co. magazine, for example, features the new "home interphone" on its front cover and in the lead article. (Presumably others of the Bell System are doing the same; we haven't gotten around to checking.) Now this little interphone is something the employes all want to hear about (like the Princess telephone which had tremendous selling support from System employes generally). You don't have to be a telephone company employe to be excited about a gadget that (1) answers the door, (2) communicates from room to room, (3) calls a person to the 'phone, (4) checks on infants, (5) makes it possible for the ill to keep in touch, (6) enables one to talk hands-free and (7) calls the kids in from outdoors.

The defensive communicator wails: "Sure, but the telephone company has something interesting to talk about. We just go on doing the same things in the same way, and only once in a while do we bring out something new or different."

This has always impressed us as one of the basic challenges of employe communications: Taking the drab facts of industrial life—if one cares so to regard them—and building color around them. Some of the oil company authors invade the sacred premises of the research and development labs occasionally, and while they seem to be blockaded at times by top corporate security, quite a few emerge with stories of motion, vigor and imagination. One finds many examples in the publications produced for both internal and external audiences, because good editors recognize that stockholders, for example, do not have too personal an interest in or affection for the company. The editor must encourage that interest; kindle that affection.

He has no less a responsibility to the employes, for whom he actually should create his publication first. If he doesn't arouse an employe's interest in the romance behind the research and development door, the employe cannot be expected to become too aroused about it. "To get steamed up about a horse race," a veteran communications man once observed, "you should first arrange to see one." #

Tips for the Production Man . . .

$5 Pasteup Saved $135 in Engraving Costs

By Kenneth B. Butler

A production man of my acquaintance told me how a last-minute inspiration in the purchase of 79 small size line engravings saved his firm $135. The procedure may be new to some of you.

His artists had drawn the 79 line sketches in the actual size they were to be reproduced. Each was done on a separate piece of drawing board. Just as these were about to be packed off to the engraver for production, my informant got to thinking that 79 of these would cost a pretty penny and he was anxious to know how much. He checked the engraver's scale and found they would total $347. He discovered, in a footnote, that single focus copies would earn a 25% reduction, so that the price would actually be $260.

■ He considered the single focus bit and could see very plainly how the engraver could reduce the price if he could shoot them all at once. In calculating that this would entail quite a bit of thumb-tacking in the engraving shop, my acquaintance suddenly realized that if he trimmed down these drawings and mounted them together and had them made as one flat, he could save even more.

This is exactly what he did, and it took about an hour to accomplish the job. He had the line etchings made in large flats, mounted and then sawed apart into individual pieces for makeup in the type form. The engraver charged scale for the large plates plus a time charge for sawing. The final bill was $120. The saving was $140 less $5 in time for the pasteup.

Today, when most plates are mounted with heat-set adhesive, sawing apart after mounting is very simple. Formerly, when each engraving required a tacking margin and had to be tacked into place by hand, this method would have saved very little.

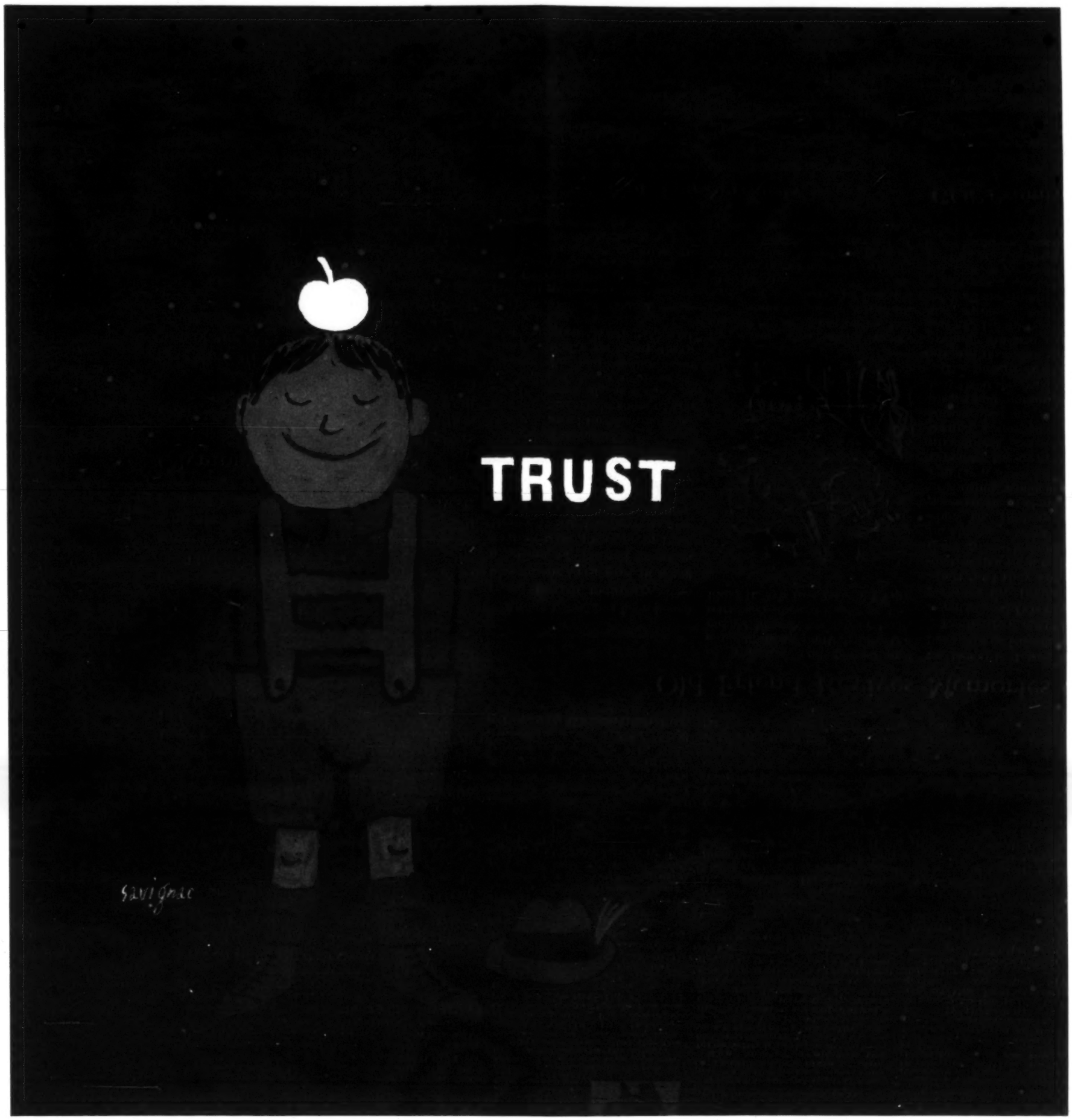
The same principle can be applied to halftone groupings in cases where the photographs can be cropped by scissors and mounted for single focus camera work. #

BIZ QUIZ

1. **True.** Recent survey shows 55% generally favorable; 17% generally unfavorable; 25% half and half; 3% no opinion.
2. **False.** In 1959, 547 companies appeared for the first time on lists of advertisers spending $25,000 or more. Of these 47 went into network tv; 223 into newspapers; 277 into magazines.
3. **False.** Latest Trendex figures gives average ratings of 19.9 to variety shows; 17.8 to westerns; 15.3 to situation comedies. Nielsen also shows comedy behind variety and westerns.
4. **True.** Since 1949 national tv billings grew by 311% while sets in use soared 721%.
5. **False.** A crossover network distributes high notes to the tweeter speaker and low notes to the woofer in a hi-fi set.
6. **True.** Newspapers sell 49,800,000 copies on Sunday; 35,396,000 evenings; 23,884,000 mornings.
7. **True.** Figures for latest year available show newspapers with gross receipts of $3.7 billion whereas periodicals total $1.6 billion.
8. **False.** Help wanted advertising declined in almost every month last year and wound up about 4% under 1959.
9. **False. The American Weekend** is an international weekly for U. S. military personnel overseas.
10. **False. True Magazine** was the first man's periodical to reach 1,000,000 some years back, then 2,000,000 and now over 2,500,000. **Playboy** has passed the million mark and is the first magazine selling at 50¢ or more to do so.

Answers to the test on Page 82.

11. **False.** Both **Chatelaine** and **Maclean's** outrank **Digest** in Canadian ad volume.
12. **False.** American Everyday Dictionary reports that **Fortune** requires a reading vocabulary of 20,000 words as against 35,000 for **The New Yorker.**
13. **True.** Latest Internal Revenue figures show that makers of perfumes, cosmetics and other toilet preparations invest 13.8% of sales in advertising whereas tobacco manufacturers spend 5.4%.
14. **True.** Last year's obits showed an average age of 60 for admen and 66 for those in allied fields.
15. **True.** Recent study of food chains shows that stamps represent 1.26% of sales while newspaper ad costs are 0.78%.
16. **False.** In 1948 average supermarket handled about 2,000 items. Today's load is 6,000.
17. **True.** During 1960 FTC issued 52% more complaints and 36% more cease-and-desist orders than in 1959, the previous record year.
18. **True.** 55% of America's wage-earners are in service industries.
19. **False.** The Urban Land Institute forecasts a population gain of 80% for the Los Angeles area to about 12,000,000. New York is expected to grow 28% to over 18,000,000.
20. **True.** In billions of passenger-miles for 1960 the figures are 31 for airlines; 23 for busses; 21 for railroads.



In the Greater Philadelphia market, The Evening and Sunday Bulletin is a trusted family friend, invited into the home day after day.

The pages of this newspaper reflect the character, desires and spirit of its readers. The Bulletin and the people of Philadelphia understand each other.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices:
New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Boulevard; Detroit 2, New Center Building; Los Angeles 5, 3540 Wilshire Boulevard;
San Francisco 4, 111 Sutter St. ***IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN***

Information for Advertisers

• The "1960-'61 Directory of U. S. Negro Newspapers, Magazines & Publications" has been published in a three-volume special edition of the American Negro Reference Guide by **World Mutual Exchange.** The directory lists 267 publications in 36 states. The special edition also includes a listing of Negro news services, chambers of commerce and business associations. Priced at $5 postpaid each, copies may be obtained from World Mutual Exchange, 203 W. 138th St., New York 30.

• "14 Important Ratios in 72 Lines of Business," a comprehensive annual study of operating ratios averaged from a wide sampling of retailers, wholesalers and manufacturers, has been published by **Dun & Bradstreet.** The ratios are complemented with text fully detailing their usage and meaning, how they are compiled, as well as how they may be interpreted. The study is available in pamphlet form from Dun & Bradstreet, 99 Church St., New York 8.

• A list of daily newspapers offering discount structures, based on frequency and/or volume, has been compiled by the **Katz Agency.** The compilation is based on the Jan. 6 edition of Standard Rate & Data Service. The newspapers are listed in three categories: those offering C-I-D plans; those offering frequency discounts, with and without bulk; and those having bulk discounts only. Circulation figures are also given, along with requirements to qualify for discounts.

Katz has also prepared an analysis of all 1960 U. S. Standard Metropolitan areas, ranked by total 1960 population and by per cent gain or loss in population, 1960 vs. 1950.

Both publications are available from Albert Meglin, Katz Agency, Newspaper Division, 666 Fifth Ave., New York 19. ≠

Over 8,000 executives will attend
15th Advertising Essentials & National Sales Aids Show
March 27th, 28th, 29th, 1961
HOTEL BILTMORE, NEW YORK
Write for free guest tickets or space availability to Peter A. Brown
Advertising Trades Institute
135 E. 39th St., N.Y.C. 16 LE 2-9921

Burgermeister Hits Miller With $5,250,000 Suit

Burgermeister Brewing Corp., San Francisco, has filed a suit seeking $5,250,000 in damages against Miller Brewing Co., Milwaukee. In its suit, Burgermeister charged that "Miller informed Jos. Schlitz Brewing Co. at the last minute" that Miller and Burgermeister had a deal "when in fact, they did not have an agreement." The action by Miller "caused Schlitz to withdraw its purchase offer ($13,500,000) and was a malicious and deliberate intent to injure the property and business of the plaintiff."

Miller last November sued Schlitz and Burgermeister, charging that they conspired to halt the sale of Burgermeister to Miller for $11,000,000. Miller later dropped its suit against Schlitz (AA, Nov. 28) and filed a new suit against Burgermeister, asking that it be made to "complete its agreement to sell out to Miller."

Macmillan Will Ask for Probe of Newspaper, Magazine Industry

British Prime Minister Harold Macmillan has told the House of Commons that he will ask Queen Elizabeth to establish a Royal Commission to investigate the newspaper and magazine publishing industry of Britain. The move, which had been demanded by Laborites and Liberals, was prompted by the wave of mergers in the industry and the shutdown of several leading newspapers.

Still pending is a proposed merger of Odhams Press with the publishing-television interests of Roy Thomson, Canadian publisher. A counter offer by the *Daily Mirror* group to merge with Odhams was rejected this week by the Odhams board of directors on the ground that this amalgamation would create "a situation approaching monopoly in the field of magazines and trade and technical journals" (AA, Feb. 13).

Videodex Network TV*

Jan. 3-9, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	32.7
2	The Untouchables (Several sponsors, ABC)	30.3
3	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	29.7
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	29.4
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	28.6
6	77 Sunset Strip (Several sponsors, ABC)	28.3
7	Perry Como Show (Kraft Foods Co., NBC)	27.4
8	Danny Thomas Show (General Foods, CBS)	27.0
9	Wagon Train (Ford, R. J. Reynolds, National Biscuit Co., NBC)	26.5
10	Red Skelton Show (S. C. Johnson, CBS)	25.5

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	14,500
2	The Untouchables (Several sponsors, ABC)	13,100
3	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,000
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,900
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,600
6	77 Sunset Strip (Several sponsors, ABC)	12,300
7	Perry Como Show (Kraft Foods Co., NBC)	12,100
8	Danny Thomas Show (General Foods, CBS)	11,900
9	Wagon Train (Ford, R. J. Reynolds, National Biscuit Co., NBC)	11,600
10	Red Skelton Show (S. C. Johnson, CBS)	11,100

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Mutual Names Broadcast Time Representative Outside N. Y.

Mutual Broadcasting System has appointed Broadcast Time Sales to represent it in sales and service outside New York. This is the first time national radio network sales have been handled through a station representative. The whole sales philosophy of many reps is founded on a strong anti-network premise.

But both MBS President Robert E. Hurleigh and Carl L. Schuele, head of Broadcast Time Sales, have indicated their conviction that radio will benefit from this coordination of spot and network sales. Broadcast Time Sales handles several Mutual affiliates for national spot. Mr. Schuele said research indicates that the sale of spot and network is completely compatible, with the two forms of radio serving to complement each other.

Ronson Confirms Lighter Account Move to Doyle Dane

Ronson Corp., Woodbridge, N. J., has confirmed the appointment of Doyle Dane Bernbach as agency for its lighters and accessories, predicted by ADVERTISING AGE Feb. 6. Norman, Craig & Kummel lost the $1,000,000 account, Ronson said, because of a conflict caused by the agency's acquisition of the Schick electric shaver account several weeks ago. Ronson electrical appliances will continue with Papert, Koenig & Lois.

Reynolds Buys Scott Inc.

John A. Reynolds, president of Scott Inc., Milwaukee, has purchased the agency from Harry H. Scott, board chairman and founder. Mr. Reynolds, who joined the agency in 1950, said there would be no change in the agency's staff or operation and that Mr. Scott will serve in an advisory capacity.

TELESCRIPT
TELESCRIPT

THE MEANS...
A COMPLETE, INTEGRATED LINE OF TV AND FILM STUDIO PROMPTING EQUIPMENT... BETTER PERFORMANCE AT LOWER COST.

THE MEN...
TO OPERATE AND SERVICE ALL PRODUCTION FACILITIES.

BONUS...
DIRECT LINE SERVICE BETWEEN OUR N.Y. AND LOS ANGELES OFFICES.

TELESCRIPT ▸ CSP inc. NEW YORK • LOS ANGELES
Manager: "Scrappy" Lambert
832 N. LA BREA AVENUE • LOS ANGELES, CALIF. • HO. 9-7287
Manager: Trygve Lund
155 WEST 72nd STREET • NEW YORK 23, N. Y. • SU 7-8111
ASK THE PEOPLE WHO USE IT

THE S.E.P. SHORT COURSE
C.O.D.
Chaps On Dais, the speakers' table. Only place outside of a zoo where feeding is watched by a crowd. Not for dunkers, knife swallowers or napkin bibbers. A status symbol.
A.P.X.
Ad Page Exposure – the first and only media measure that puts the spotlight on your ad page, tells you who sees it and how often. A subject for serious discussion with your dais neighbor.
Dig into the details on APX—call The Saturday Evening Post.

Nielsen Tax Suit Raises Issue of Overseas Expenses

(Continued from Page 2)

the dispute are wages or expenses incurred by Arthur C. Nielsen Sr., company president at the time, and by other executives who were in England during the controversy over British tv audience rating service.

The Internal Revenue Service says these expenses were incurred in behalf of the British company and should be charged against A. C. Nielsen Co. Ltd., of Great Britain, instead of A. C. Nielsen Co. here.

■ The Nielsen answer submitted to the court last week emphasizes that Mr. Nielsen and other company executives who incurred the expense never functioned as employes of A. C. Nielsen Ltd. They were there, the Nielsen reply said, because A. C. Nielsen Co. here is the sole stockholder in the British company, and it was acting to protect its investment.

Nielsen reported that the British subsidiary accounts for 40% of the total business of Nielsen overseas organizations. It made a profit before taxes of almost $200,000 in fiscal year 1955, and has paid substantial dividends in that year and each of the preceding seven years, the Nielsen reply said.

"Thereafter profits steadily declined," it reported, "and operations for fiscal 1958 produced a substantial loss."

■ The decline was largely due to losses in television audience measurement caused partly by severe competition in this field, the company explained. In addition, Nielsen's British subsidiary was committed to spend $1,000,000 for a new office building at Oxford, and costs were running twice the original estimates.

"The situation called for the intervention of the petitioner to safeguard not only its investments in Limited, but client relationships of its entire international organization," Mr. Nielsen said.

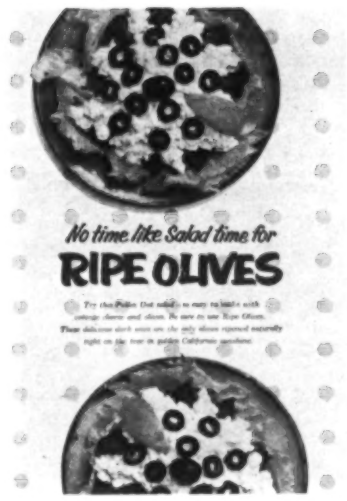
"Subsidiaries of client companies based in the United Kingdom give $2,000,000 worth of business annually to the Nielsen international organization outside the United Kingdom, all of which would be jeopardized by the failure of petitioner's United Kingdom subsidiary," the Nielsen reply said.

A. C. Nielsen Sr. made four separate trips abroad during the four-year period, spending a total of 149 business days in the United Kingdom, "in what ultimately proved to be a successful effort to salvage petitioner's investment in Limited," the document emphasized.

■ Altogether, the government contended that $17,632 of Mr. Nielsen's $75,000 salary should have been charged to the British company in fiscal 1957, plus $20,629 of his $85,000 1958 salary. The government also claims that A. C. Nielsen Co. of the U.S. wrongfully deducted $28,387 of travel and entertainment expense incurred by Mr. Nielsen during the two years.

In addition to time spent in the United Kingdom, Mr. Nielsen reported, he spent 53 business days in Sweden studying the possibilities of setting up a Swedish subsidiary, and six days in Denmark. He reported he also spent brief periods in routine consultation at Nielsen offices in Belgium, Germany, Ireland, and Switzerland.

Also involved in the dispute are deductions by A. C. Nielsen Co. for compensation to the late E. L. Lloyd, former managing director, and J. P. Napier, and for Nielsen secretarial and technical experts who went to Britain in 1957-'58. #



RIPE—*The California Olive Advisory Board will run this color ad promoting ripe olives and cottage cheese in the March issues of Good Housekeeping and Sunset. J. Walter Thompson Co. is the agency.*

Loevinger Record Bodes Aggressive Anti-Trust Policy

(Continued from Page 1)

sistant Attorney General in charge of the Justice Department's lands division. Mr. Loevinger's departure from the Justice Department in 1946 occurred in a celebrated internal row after Justice Clark (then Attorney General) rejected a recommendation by Mr. Loevinger for criminal anti-trust prosecution of a New York mortgage banker group.

In 1952, while serving as counsel for a subcommittee of the Senate small business committee, which was studying newsprint, he drafted a report, subsequently pigeonholed by the committee, which observed that the big increase in advertising volume was one of the reasons for newsprint shortages, and that this increase was due in part to the fact that ad rates had not increased as much as newsprint and other commodities.

ADVERTISING AGE reported at the time (April 7, '52) that release of the report was promptly blocked by Sen. John Sparkman (D., Ala.), chairman of the committee. AA was told the original Loevinger draft had been challenged by members of the subcommittee, but was accidentally left in the copy which went to the printer. A toned down version ultimately approved by the committee omitted the suggestion on ad rates.

■ Three years ago Mr. Loevinger was a spokesman for private anti-trust litigation at hearings on anti-trust enforcement conducted by the Senate small business committee.

His views, which were included in part in the committee's report, pointed out that the Justice Department and Federal Trade Commission were frequently accepting consent judgments which shut off the opportunity for private triple damage suits.

Partly as a result of these hearings, the Justice Department ultimately shifted its policy, so that in some cases—such as the electrical manufacturers case—it has insisted on guilty pleas which open the way for subsequent private litigation. #

Parke Joins First Western

The northern district of United California Bank, Los Angeles, has appointed Fred M. Parke to direct its advertising. Mr. Parke was formerly advertising manager of the First Western Bank & Trust Co., San Francisco.

Last Minute News Flashes

Auto Makers Drop TV Shows as Economic Ills Grow

DETROIT, Feb. 17—The automotive industry's current economic troubles may lie behind Chevrolet, Dodge and Ford's dropping of their big-name, top-rated tv shows this week. Dodge will no longer shoulder its share of ABC's Lawrence Welk show (co-sponsored by J. B. Williams Co.) after the summer run. Dodge has been with Welk since 1955. Chevy ends its 10-year association with Dinah Shore (NBC) next fall on the ground its 1962 model marketing plans require a non-variety format. Chevy will fill its Sunday hour with "Bonanza," a show with lower talent and production costs. Ford will unload "Wagon Train" (NBC) on April 5 and will start sharing its sponsorship of Alfred Hitchcock (NBC) with Revlon on Feb. 21. Fall plans for Ford are still unresolved.

BBDO Loses Philadelphia Dodge Dealers to BBG&W

PHILADELPHIA, Feb. 17—BBG&W Advertising Agency, Baltimore, which developed the "Go Get a Dodge" campaign for Baltimore Dodge dealers, today got the $300,000 Philadelphia Dodge dealer account from Batten, Barton, Durstine & Osborn. The switch was made after a presentation at a dealer meeting Wednesday. BBG&W said it will open a Philadelphia office for the new account.

NC&K, Ad-Rite Set Joint Operation in Jamaica

NEW YORK, Feb. 17—Lindo, Norman, Craig & Kummel was formed this week by principals of Ad-Rite Advertising Agency (operated in Kingston, Jamaica, W. I., since 1950, with 30 employes and billing of $1,000,000) and Norman, Craig & Kummel's Venezuelan operation, formed three years ago, with Kingston headquarters. It handled the Canadian negotiations leading to the formation of Burley, Norman, Craig & Kummel last year, and it places Jamaican tourist copy in the U. S. and Hertz and Chanel ads in Mexico. Both NC&K and Lindo, NC&K continue to operate separately from Kingston, with Lindo handling Jamaican advertising and the NC&K unit handling international—including negotiations with European agencies.

Du Pont Shifts Account Portion to Ayer

WILMINGTON, Feb. 17—Du Pont has moved the home furnishings division of its textile fibers department from Batten, Barton, Durstine & Osborn to N. W. Ayer & Son, Philadelphia, effective April 30 for trade ads and June 30 for consumer. Ayer has handled a considerable amount of Du Pont business since 1957, including all branded paints, photo products, Neoprene and other elastomers, dyes and chemicals.

W. P. Hays Leaving Ralston Ad Post

ST. LOUIS, Feb. 17—W. P. Hays, director of advertising and promotion of the Ralston division of Ralston Purina Co., will retire in the near future for reasons of health. He is 62. No replacement has been named for Mr. Hays, who has been with the company since 1925.

Johnson & Johnson Sets 33-Week Drive in 'Life'

NEW BRUNSWICK, N. J., Feb. 17—Johnson & Johnson will advertise its first-aid products in a series of seven ads running for 33 consecutive weeks in *Life*. The nine-month campaign, said to be the most intensive ever to appear in the magazine, will run from March 3 to Nov. 3. *Life* has prepared a 22-page "issue" of *Life* as a promotion piece.

Donahue & Coe Gets Angel; Other Late News

• **Capitol Records** has moved its Angel records division, which bills about $100,000, to Donahue & Coe, Los Angeles, after a two-month stay at Grant Advertising, Los Angeles. The account follows David R. Fenwick, formerly senior vp and creative supervisor of Grant, who has joined Donahue & Coe as a vp and account supervisor. Mr. Fenwick also is a former principal of Robinson, Fenwick & Haynes, which merged and un-merged with Grant last year.

• **Mark Byron Inc.**, Westport, Conn., has changed its name to Byron & Carr, with its main office at 122 E. 37th St., New York. Mr. Byron's partner is William B. Carr, onetime ad boss of *McCall's*, later a vp of N. W. Ayer & Son, Chicago, and then president of Million Market Newspapers. Byron & Carr will shortly announce the acquisition of "three or four new accounts."

• **Oscar Cornejo**, formerly international advertising director of Worthington Corp., has joined Cunningham & Walsh here to head up a newly established international department. Set up primarily to service Braniff International Airways, the department is under the jurisdiction of E. Wallace Lawrence, vp of C&W. Mr. Cornejo was succeeded at Worthington three months ago by his assistant, Oscar Arnay.

• **Federal Communications Commission** will propose new license reforms next week, probing for more information about the quality of station operations. New techniques will be used to ascertain the amount of time for commercials and spot announcements. In addition to composite-week program logs now required, stations will have to provide a narrative report on measures to maintain programming and advertising standards, and on steps to determine and serve community needs. The industry will have until April 3 to comment.

• **KIOA**, Des Moines radio station, has been sold by Public Radio Corp. to Star Broadcasting for an undisclosed sum. Board chairman of Star Broadcasting will be W. Clarke Swanson, who with his brother Gilbert, now a member of Star's board, formerly headed C. A. Swanson & Sons, which they sold to Campbell Soup Co. Currently they are president and board chairman, respectively, of Butter-Nut Foods Co., Omaha. George A. Bolas, vp and media director, Tatham-Laird, Chicago, will also be a board member.

• **Emerson Radio & Phonograph Corp.** has dropped Friend-Reiss Advertising, New York, and is actively seeking a new agency. The account reportedly billed upwards of $500,000 annually in the more than two years it was at Friend-Reiss.

• **NAB tv code officials** in Washington are expected to tell stations next week that the Wesson Oil-Crisco comparison copy to which Compton Advertising and Procter & Gamble have objected is acceptable under the present wording of the code. However, the code is currently being revised, and this complaint may result in a clarification to cover product comparisons of this nature.

Standard (N.J.) Affiliates Ready to Don Enco Hats

NEW YORK, Feb. 17—Is March 12 D-Day for Enco?

Standard Oil of New Jersey's marketing affiliates have been waiting for a single brand name for more than a year. It now appears that Enco (a collapsed form of "energy company"), which neatly fits the familiar Esso oval, will be adopted across most of the nation by the middle of next month.

The exception will be the East and Southeast, where Esso—the dominant brand in those areas—will continue as a brand name.

In the meantime, Humble and Oklahoma stations will start sprouting the Enco name.

■ Pate Oil Co., which markets exclusively in Wisconsin, and Carter Oil, in the Northwest, were switched to Enco last fall. Enco also has been used in outlets in Southern California which Standard Oil got with its acquisition of Monterey Refining.

What it means to the advertising agency connections of the companies is a matter of conjecture. McCann-Erickson already handles Esso, Humble and Carter; Oklahoma has been handled by Needham, Louis & Brorby.

Some Jersey Standard men think that the award of Standard Oil of New Jersey's institutional account to NL&B presaged the switch of Oklahoma to McCann. It seems unlikely that, eventually, more than one agency will be placing the Enco campaign. Al Herr Advertising Agency, Milwaukee, had handled Pate, and when Pate became Enco in November no change of agency ensued. McCann handles advertising in the Carter area. About $8,000,000 in advertising would be involved. #

U. S. Fiat, $600,000 Account, Now Parked at Woods-Donegan

(Continued from Page 1)

champagne, and cognac, made by the French subsidiary of Martini & Rossi. He said the introduction is set for March.

■ Grant has serviced Fiat for only a little more than six months. The account was expected to bill $600,000 in 1961.

Thomas Gosselin, a former vp of Grant, sued the agency last September for $115,000, claiming, among other things, that he had obtained the Fiat business for the agency. Grant denied the charges.

Caught in the middle by these developments is another pr outfit, Martial & Co., organized five years ago by Igor Cassini, who writes the Cholly Knickerbocker society column for the *New York Journal-American*. Martial was formed to handle pr for Fiat. About the same time Grant obtained the Fiat account last year, Martial was appointed to handle pr for Grant.

Martial is still working for both Grant and Fiat. Asked today about the report that one of its clients had fired another of its clients, Martial had this to say: "We don't know anything about an account change. Mr. Garibaldi hasn't told us anything. As far as we know, Grant is still on the account." #

Rippey Names Lochrie Partner

Rippey, Henderson. Bucknum & Co., Denver, has named Robert C. Lochrie, account executive, a partner. Mr. Lochrie joined the agency in 1958.

Pemberton, Blake Head Ad Setup at H. K. Porter Co.

(Continued from Page 1)

ports to C. L. Holbert, president.

This arrangement dates from last October, following the departure of Burton W. Schellenbach, vp of sales, who joined Patterson-Sargent Co., Porter's Cleveland subsidiary, as vp in charge of marketing. Mr. Schellenbach left Pittsburgh for family reasons, and his old title at Porter will remain vacant.

■ Mr. Pemberton has assumed some of Mr. Schellenbach's ad and public relations duties. He joined Porter last March, after four years on the reporting staff of the *Wall Street Journal*. The title he took then was manager of public relations. At the same time, Chevalier J. Tucker, formerly with Merck & Co., had joined Porter as ad manager, succeeding Bernard D. Cox.

Both Mr. Tucker and Mr. Pemberton had reported to Mr. Schellenbach on all ad and public relations matters. Under the new alignment, however, Mr. Schellenbach reports to Mr. Pemberton.

With Mr. Pemberton in charge of advertising and public relations, Porter is returning to the pre-Schellenbach alignment. When Mr. Schellenbach joined the company from Fuller & Smith & Ross in February, 1958, Porter had separated its ad and public relations departments.

■ Mr. Pemberton said today that Porter has acquired a reputation for inconsistency which has not always been deserved. He said Porter's program of acquisition and diversification has meant the company has not been able to "go by the classical rules in setting up its ad department."

He added that he now looks forward to a period of stability, both internally and in the company's agency relationships.

In certain respects, the company is returning advertising functions to its divisions, he said. Ten of Porter's 14 divisions have their own ad managers. This includes Canada but excludes international operations. Ad budgets are prepared on a divisional level, and are submitted to headquarters for approval.

Mr. Pemberton said Porter's over-all ad department has a $2,400,000 budget, which includes salaries, direct mail "and what have you." Commissionable space advertising last year ran about $1,000,000 of this total.

■ Porter's ad budget will be cut somewhat from last year's $1,000,000, and at this point no corporate ads are scheduled. This section of the business was handled for three months by D'Arcy Advertising Co. last year, but it will be placed through Ketchum, MacLeod & Grove when the ads run again.

Porter's choice of KM&G as its major agency, said Mr. Pemberton, stemmed from his own feeling that the company should use a large Pittsburgh-based agency.

At present, eight Porter divisions are handled by KM&G. However, not all the divisions formerly handled by D'Arcy were automatically switched to the new agency. The Delta-Star Electric division, in Chicago, for example, would have conflicted with KM&G's Westinghouse business. Delta-Star talked to a number of agencies and went to Paxson Advertising, Benton Harbor, Mich.

The Leschen wire rope division, St. Louis, Mo., went to Robert Luckie & Co., Birmingham, Ala., which has handled Connors Steel for several years.

■ Another division which went its own way was Peerless Electric, which returned to Meek & Thomas, Youngstown, O., which had handled its ads before its acquisition by Porter in 1959.

Porter inherited D'Arcy when the company acquired Patterson-Sargent in January, 1960.

Mr. Pemberton said that except for the Paxson appointment, the changes were "my planning throughout." #

Parker Pen Co. Names Burnett for All Consumer Ads

(Continued from Page 1)

since it acquired Eversharp Pen Co. from Eversharp Inc. three years ago (AA, Dec. 23, '57). At the time of the acquisition, Tatham-Laird had Parker pens and Benton & Bowles was the Eversharp agency. Benton & Bowles lost Eversharp to Compton nearly two years ago (AA, May 18, '59).

Parker has been moving in the direction of integrating its sales, advertising and administrative facilities for the past two years. About 18 months ago, Parker closed Eversharp's administrative offices in Arlington Heights, Ill., and moved the operations to Janesville.

Just last month, Parker completed the integration of the Parker and Eversharp sales forces (AA, Jan. 30)—a move which it started last fall.

■ The loss of the Eversharp business was an ironic blow for Compton. Because of the modest size of Eversharp's ad budget, the agency reportedly recommended to Parker last fall that the Eversharp and Parker pen accounts be consolidated into a single agency. Eversharp, which billed an estimated $500,000 in 1959, reportedly billed around $200,000 last year.

Compton and J. Walter Thompson Co. were regarded as favorites in some ad circles to garner the account. Compton already had Eversharp and had been assigned to prepare a spring campaign for Parker pens on an interim basis. JWT handled all Parker's domestic and foreign advertising for 12 years before losing the account to Tatham-Laird six years ago. Burnett has never had a writing instrument account.

■ When T-L lost the account last fall, "differences in philosophy" were listed by Parker as the reason for the split. The company reportedly felt that advertising and marketing emphasis should be placed on its line of fine fountain pens, although sales in this field have been sliding for a number of years.

Tatham-Laird reportedly advised the company that it should concentrate on the ballpoint pen field, which has been booming. Although Parker got into the ballpoint field late (the end of 1957 with the Eversharp purchase), the company reportedly led the ballpoint field last year in dollar sales, although it ranked behind Paper-Mate and Scripto in unit sales. #

'Journal' Names Drysdale

The *Milwaukee Journal* has appointed Harold Drysdale to the new post of sales promotion manager of r.o.p. color service. Mr. Drysdale was formerly in the *Journal's* general advertising department.

PRINCESS—*Bonnie Sue Houghtaling, America's Dairy Princess, inspects Kitchens of Sara Lee ads with Kenneth A. Harris, director of advertising.*

Autumn to Bring More Movies, Fewer Specials

(Continued from Page 2)

termine the effects of interruptions on the regular schedule. These three effects, as measured by the national Nielsens, were pointed out:

• Share of audiences for the affected time periods fall off. Nine of the '60 CBS specials drew an average share of 22.3, against an average share of 32.8, on the preceding week, for the shows they replaced.

• Specials sometimes weaken the shares for a whole evening. Three cases were cited to show that audience shares for two shows following the specials were down from the preceding week.

• Specials tend to weaken the position of the regulars they replace. Shares for 24 relatively low rating specials for the 1959-'60 season averaged 28.6. The programs they replaced had an average of 39.3 for the week preceding the pre-emption and a 35.3 share for the week after.

■ This reporter's analysis of Nielsen ratings for specials for the past season doesn't indicate that the specs do very much to alter the pull of the programs they replace.

Most popular special of the year was NBC's "Peter Pan," which drew an average audience rating of 33.4 in a pre-emption of "Outlaws," "Bat Masterson" and "Bachelor Father." The ratings and shares for these three programs the week before and the week after "Peter Pan" were about the same, the differences being so slight as to fall within the margin of error.

CBS

But what of the impact on a consistently high rating show? Does CBS' Ed Sullivan, for example, lose fans who forget to tune in the week after he has had one of his rare pre-emptions? Judging from pre-emptions by Danny Kaye on Oct. 30 and the "Gershwin Years" on Jan. 15, the answer seems to be that he lost very few, if any. The Danny Kaye special drew 34.8 in total audience, 26.4 in average audience and a 39.1 share.

■ The last Nielsen measured week preceding Danny Kaye was Oct. 16, when Mr. Sullivan had a total audience of 31.4, an average audience of 24.3 and a share of 37.7. The week after Mr. Kaye the Sullivan variety program scored a total audience of 30.1, an average audience of 22.6 and a share of 34.1.

The corresponding measures for the "Gershwin Years" on Jan. 15 were 35.6, 23.9 and 34.8. The week before, Mr. Sullivan drew 34, 26.1 and 39.1. The week after, far from being penalized, he did a little better, with scores of 35.8, 29.3 and 42. "General Electric Theater," pre-empted along with Mr. Sullivan on Jan. 15, also registered a slight Nielsen average audience gain the week after the "Gershwin Years."

NBC

NBC, which telecast about 150 specials during the 1960-'61 season, may cut down on the number in '61-'62, but the network still expects to carry a liberal amount of this type of programming, though the pre-emption policy has not been set with regular advertisers yet.

NBC's fondness for specs is due to tradition, creative considerations and the color factor. The network invented this type of programming and wants to perpetuate it as a useful format for untested ideas. Specs are helpful in exploiting color tv, which both the network and its parent company, RCA, are interested in pushing. And specials sponsors have made effective use of the color plus in their own promotion. Among the most enthusiastic specials backers on NBC: Purex and Gulf Oil Co.

ABC

ABC follows a flexible pre-emption pattern. Some contracts call for a couple of pre-emptions for irregularly scheduled telecasts. Other shows can be superseded only by major news or public affairs telecasts. During the '60-'61 season, this network, a great subscriber to the build-a-rating-with-a-set-lineup school, aired about 11 entertainment, 28 public affairs and seven sports specials.

The outlook then is for fewer and fewer tv excitement makers to shake up the routine and the predictable, and to attract the casual viewers, who wait for something out of the ordinary before turning on their sets.

■ Now to the other tv development, which represents the antithesis of broadcast New Frontierism. Starting in September, NBC will turn over two hours of choice evening time, 9 to 11 p.m., EDT, to feature motion pictures that people have already had a chance to see in their neighborhood or drive-in movies. They are post-1950 films, which are said to be costing the network from $100,000 to $250,000 each, with one tv re-run thrown in for the original price. They are 20th Century-Fox productions, "first runs" on tv and mainly in color. Unlike most old Hollywood product carried by stations, they will be run full-length and uncut. Stars include Marilyn Monroe, Tyrone Power, and James Mason.

Sources within the network indicate that the Saturday movie probably will be sold to advertisers on a minute participation basis, with minutes priced at approximately $37,000 each, or about the price of a tv film original such as "Bonanza."

■ Some industry observers feel this move has given strong ammunition to the anti-network forces within the industry. They ask: Why do stations need to hook into a network on Saturday night to telecast an old movie sold to advertisers on a minute-insert basis when stations can program movies themselves, at more money for the local broadcaster and without anybody having to pay a cable charge?

Several months ago the top media vp of one of the country's biggest agencies made an off-the-record talk in which he warned that the networks, through over-reliance on taped and film programming, might be planting the seeds that will eventually make their functions unnecessary. He was talking about recorded programs made especially for film; his warning sounds even more ominous now that network television has started rolling out the old feature films. #

Butter Use Attracts Dairy Princess to Sara Lee Kitchens

CHICAGO, Feb. 15—Because advertising of Sara Lee cakes stresses their high butter content, Kitchens of Sara Lee was the first stop for Bonnie Sue Houghtaling, American Dairy Princess for 1961.

Chosen by the American Dairy Assn. to promote its interests, she will tour a seven-state area making speeches and public appearances. At the Sara Lee plant she was told the company is "the world's largest user of butter." #

Leroy Kling, 72, Pioneer Chicago Agency Man, Dies

FORT LAUDERDALE, FLA., Feb. 14—Leroy A. Kling, 72, pioneer Chicago adman and founder of the Kling, Gibson agency in the mid-'30s, died here last week.

Until his retirement 12 years ago, Mr. Kling had been vp at Gordon Best Co., Chicago, for 20 years. His son-in-law, Frank Morr, now holds the same position with Best.

While heading his own agency, Mr. Kling created the "Get thin to music" slogan for a mail order phonograph record company and once placed page ads for nine of his clients in the *Chicago Tribune* on the same day.

Among his proteges were Claude Hopkins, Bill Durgin and Arthur Marquette, who later founded the Sherman-Marquette agency. #

Xttrium Names Peitscher

Xttrium Laboratories, Chicago, manufacturer of ethical and pharmaceutical drugs, vitamin concentrates and dietary supplements, has appointed Peitscher, Janda Associates, Chicago, to handle its advertising. Keyes, Madden & Jones Advertising, Chicago, formerly handled the account.

Audit Special Interest Books, Sawyer Tells BPA

(Continued from Page 3)

M. Dix, vp, Conover-Mast Publications, surveyed the perennial "trouble spots" in the question of a single audit. "BPA has practically achieved it," he said. "But there are two audits—BPA and ABC—and the chances are there will be two for a long time, as it is hardly likely that the ABC will accommodatingly get out of the trade magazine auditing business. So it would be a fine thing if the prominent advertisers and agencies, the major forces in the two organizations, would do what they can to make ABC and BPA reports as easy to match up as possible."

Mr. Dix spelled out some of the points of difference. Bulk circulation for BPA, he said, "means what you would suppose it to mean—copies mailed in bulk to the same address for distribution by the recipient."

ABC "bulk," he said, was something entirely different. "It is a gift circulation."

He added that it would seem easy for the two organizations to get together and have a standard definition for bulk, and to label it plainly as gift circulation.

■ "Now take arrearages. You can't match them up at all. ABC has always reported only the unpaid expirations." BPA, however, "in its wisdom," has required the reporting by paid circulation members not only of expirations in arrears, but also new subscriptions not paid for.

"So we have an open invitation to misinterpret, or even, God forbid, for a space salesman, in his carefree way, to misrepresent a pair of numbers that look alike, but aren't."

Mr. Dix added "total circulation" to the list of trouble spots. "Whether reporting paid circulation or non-paid, BPA permits the publisher to include only those copies going to the field served. Not so ABC. Of course, all paid is included. So when you put BPA figures alongside ABC what you get is a mismatch."

He added that BPA was the newer broom, and had swept a little cleaner than the older model. "You find this in the reporting of long-term subscriptions—two years, three years, or even longer."

He said it would be accommodating of the "revivified ABC" if it would consider adopting some of the "obvious improvements" found in the BPA statements.

■ However, the situation was not all one-sided, he added. One point where BPA could follow the ABC lead could be in the "very vital" business classification paragraph.

"If and when the BPA gets further into this thorny and difficult problem of establishing fair business classification standard classifications, it might take a leaf out of the book of the Canadian Controlled Circulation Audit Board, which sees to it that meetings of publishers, to consider standard classifications for a particular field, are attended by a major advertiser or two selling to that particular field.

"This practice tends to discourage any inclination to settle for Mother Hubbard classifications—the kind that cover all points and touch none—or to lump the less desirable circulation groups in one classification, sweetened by just one juicy, high-buying-power group—like a Tiffany diamond clip in a grab bag. This permits the advertising salesman to imply in an offhand way that the entire group is comprised mainly of Tiffany diamond clips."

Mr. Dix added that something could be done to get the statements easier to understand. "But it is a fact that the present forms are not greatly different from what they were when the ABC started almost half a century ago."

■ David B. Arnold, partner in Gray & Rogers, suggested that there might be an "information gap" concerning the fate of the audit statements once they were sent to agencies and buyers. "What happens to the statements when they get to the agency? What is the buyer looking for?"

He said there was a lot of talk about the way in which statements were handled after being supplied, but it might be worth while to start an inquiry into the problem.

"You would be distressed to hear what happens at the receiving end with these forms," he said. He suggested that the problem might lead to the forming of a special BPA information committee.

Burton E. Hotvedt, incoming BPA chairman, a vp of the Brady Co., Milwaukee, said that Mr. Sawyer had "exhibited an abundance of ambition" in his chairmanship.

President and managing director Adin L. Davis reported that BPA now has a total membership of 752, made up of 110 advertisers, 132 agencies, 505 publications, and five non-voting members. During the year, three members were expelled, and one was officially censured.

■ The meeting unanimously decided to change the composition of the board from eight advertisers, five agencies and eight publishers, to seven each. It was also decided to elect two additional officers—a second vice-chairman and an assistant treasurer.

The new officers are George M. Robertson, General Electric Co., Schenectady, 1st vice-chairman; Robert L. Hartford, *Machine Design*, Cleveland, 2nd vice-chairman; Charles M. Reesey, vp, Cincinnati Milling & Grinding Machines, secretary; Robert E. McKenna, Chilton Co., treasurer; and Richard S. Davidson, *Progressive Grocer*, New York, assistant treasurer.

The following nine were unanimously elected to the board to replace retiring members:

Advertisers: Gilbert M. Miller, E. I. du Pont de Nemours, Wilmington, Del.; James W. Murphy, Allis-Chalmers, Milwaukee; and William Duggan, Bridgeport Brass Co.

Agencies: Burton Hotvedt; Fred Wittner, Fred Wittner Co., New York; and Ross S. Llewellyn, Ross Llewellyn Inc., Chicago.

Publications: Richard M. Beeler, Beeler Publishing Corp., San Francisco; Richard S. Davidson, *Progressive Grocer*, New York; and David Watson, Watson Publications, Chicago. =

strong
regular
mild.
from costly aged Colombian Coffees
TRUE COFFEE FLAVOR EVERY TIME
what you should know about the wonders of Stewarts Aged Coffees

STRONG THEME—*Stewarts Private Blend Coffee Co. is launching a new push this week for its products with ads like this one in newspapers in Chicago, Milwaukee, Detroit, Indianapolis and Grand Rapids. Radio spots also will be used in Chicago and Milwaukee. Presba-Muench Inc., Chicago, is the agency.*

Kessler Joins Otarion

Burton Kessler, formerly marketing services manager of Beltone Hearing Aid Co., has joined Otarion Listener Corp., Ossining, N.Y., as national advertising and sales promotion manager, a new post.

Landau Leaves NTA; Unger Is Chairman; Stations for Sale

Ely Landau has resigned as board chairman and chief executive officer of National Telefilm Associates, New York. His post will be assumed by Oliver A. Unger, who also will retain the title of president. At the same time, the company announced that WNTA and WNTA-TV, Newark, are for sale.

The decision to sell the stations was made to reduce current indebtedness and to concentrate on production and distribution of tv programs. NTA suffered a net loss of $7,001,891 on operating revenues of $19,018,000 for the fiscal year ended Sept. 30, 1960. Mr. Landau said that he will form a new company for the acquisition of stations and will make a bid for WNTA and WNTA-TV. He and Mr. Unger teamed up to develop NTA in the early '50s. Martin Leeds, previously exec vp of Desilu Productions, has been named to fill the board vacancy created by Mr. Landau's resignation.

Minnesota Bill Bans Outdoor Advertising Along Freeways

A bill to regulate outdoor advertising along interstate freeways in Minnesota has been introduced in the state legislature. The bill in compliance with federal legislation, prohibits erection of advertising devices within 660' of interstate highways, except with permission of the highway commissioner.

U.S. CATHOLIC POPULATION JUMPS 37.5% IN TEN YEARS . . . NOW OVER 44,000,000*

Penetrate this market in depth through its largest magazine—

CATHOLIC DIGEST

CATHOLIC DIGEST delivers over 760,000 net paid circulation with prime characteristics for you . . .

Large families—
Over 4.04 children per household**

Urban and suburban readership—
Only 3.5% are rural, one of the smallest percents of all magazines**

Home owners—
72.2% own the homes they live in**

Large consumers—
Spend more money on food per week than any other magazine audience**

LOW ADVERTISING COST one of the lowest rates per thousand in the magazine field.

*Several statistical estimates run well over 54,000,000, but we are quoting the lower figure of 44,000,000

**Consumer Market Report, 1960 Daniel Starch

For advertising rates contact . . .

Eastern Representative
McClanahan & Co. LE 2-1234
295 Madison Avenue, New York 17, N. Y.

West Coast Representative
John R. Kimball & Co. DO 2-9183
420 Market Street, San Francisco 11, Calif.

Midwest Representative
Raymond J. Ryan & Co. AN 3-2240
35 East Wacker Drive, Chicago 1, Illinois

J. J. McCarthy, Advertising Director

CATHOLIC DIGEST
44 EAST 53rd STREET
New York 22, New York PL 3-0828

IN RIVERSIDE COUNTY, CALIFORNIA THERE'S

ACTION

IN THE SUPER MARKET!

Riverside is a vital market that buys more food than Mobile, Alabama; Spokane, Washington and El Paso, Texas Counties. And you can capture it only through the Riverside PRESS and ENTERPRISE. Riverside is 60 miles from Los Angeles and only an ineffective ½ of 1% of the Los Angeles papers ever reach here. That's why you need the PRESS and ENTERPRISE. Riverside is part of the San Bernardino-Riverside-Ontario billion dollar market that is 4th largest in California, 27th in the nation. Always include the Riverside PRESS and ENTERPRISE in your schedule and you'll get plenty of action in the super market!

Represented Nationally By Newspaper Marketing Associates

THE S.E.P. SHORT COURSE

ICBM

"I'm Chairman of the Board, Mother." Folk ballad, in the genre of "Just After the Battle, Mother" and "Mother Taught Me to Be Foxy with the Proxies."

APX

Ad Page Exposure – the first and only media measure that gets down to the business of who sees an ad page and how often. Welcomed by Chairmen of the Board, who traditionally prefer proved fact to loose assumption.

Before the next meeting, get the APX data from The Saturday Evening Post.

Scammon Named Director of Census

WASHINGTON, Feb. 15—Richard M. Scammon, newly designated Director of the Census, said today that he expects to spend his first 100 days on the job learning about the bureau's program, and the needs of the people who use census materials.

Richard M. Scammon

Mr. Scammon, 45, describes himself as an "electoral statistician." Since 1955 he has been director of elections research for the Governmental Affairs Institute, a private, non-profit social science research organization. He is also senior consultant to Louis Harris & Associates, New York, research analyst, whose clients in the political field included the Kennedy campaign organization.

Mr. Scammon visited Census Bureau headquarters today to get a briefing from Dr. Robert Burgess, who was appointed to the job by former President Dwight D. Eisenhower eight years ago. Traditionally, the top Census Bureau post is among the Commerce Department jobs which are "filled" with appointees of the party in power.

■ As an expert on political polling, Mr. Scammon said he is experienced in sampling work, which is used extensively in the Census Bureau's program. He distinguished between his own background and Dr. Burgess, who is an economic statistician. Mr. Scammon said he is going in "as a manager" rather than as a specialist in statistics.

His single contact with the bureau in the past was as a consultant in the preparation of "Historical Statistics, 1957-'58." His role in the project, he reported, was as a member of an advisory committee of the Social Science Research Council, which cooperated with the Census Bureau while the revision was under way.

"I understand that the bureau has an excellent staff," Mr. Scammon said. "During the first 100 days I want to draw on the people there to learn about the program. One of my purposes," he said, "will be to maximize my knowledge by meeting users of marketing statistics." #

Thompson Joins Zenith as Advertising Manager

Delbert D. Thompson has joined Zenith Sales Corp., Chicago, as advertising manager. He formerly was advertising and sales promotion manager of the home laundry department of Hotpoint Co., Chicago.

Delbert D. Thompson

Mr. Thompson fills a post which has been vacant since Harold Driscoll left Zenith to join Beltone Hearing Aid Co. as advertising manager (AA, Feb. 8, '60). He is now marketing services manager. Hotpoint has not named a replacement for Mr. Thompson.

'Alaska Sportsman' to Averill

Alaska Sportsman, Juneau, has appointed Averill, Jackson & Associates, Pasadena, as advertising representatives in the western states. The magazine's advertising offices are in Seattle.

SNOW USE—*Qantas Empire Airways, San Francisco, had this ad ready for just such a snowstorm as hit the East Coast this winter. It appeared in New York and Philadelphia newspapers on Feb. 9. Cunningham & Walsh is the agency.*

IAA to Conduct First International Ad Contest in April

NEW YORK, Feb. 17—A new competition for the best advertising in the international field has been established by the International Advertising Assn.

Awards in the first contest will be made at the annual IAA convention here April 17-19.

Entries must be submitted to IAA headquarters at the Hotel Roosevelt here by April 1. There will be a $5 entry fee per campaign.

■ Only IAA agency and advertiser members are eligible to compete. An international ad is being defined "as one created in one country and circulated in another."

A panel of advertiser, agency and media executives will judge the entries.

A total of 90 certificates will be awarded. There will be one winner and two honorable mentions in six categories—automotive, business, consumer, corporate, industrial and travel. Each winning ad will garner five certificates—one each for the ad director, sales director, copywriter, art director and account executive.

The winning ads will be displayed at the Waldorf-Astoria during the general convention. #

Butler Joins Stainless Steel

Donald E. Butler has joined Stainless Steel Products, Burbank, Cal., manufacturer of metal ducts and bellows systems, as director of marketing, a new post. Mr. Butler was formerly vp of the Royal Jet division of Royal Industries, Los Angeles.

Blanchard-Nichols Adds 1

Doctor's Wife, New York, has appointed Blanchard-Nichols, Dallas, as its representative in the Southwest.

AANR Explains Workings of Its Discount Plans

NEW YORK, Feb. 16—The four basic discount plans which have been proposed for newspapers by the American Assn. of Newspaper Representatives (AA, Feb. 13) are detailed in the adjoining columns. Details of the plans, not included in last week's ADVERTISING AGE story, are shown for each form.

The AANR also has suggested page discounts as supplementary to any of the four plans to appear on the same rate card. Mechanical costs, AANR points out, are lower in handling national advertising pages than in fractional pages, and discount inducements are naturally desirable, and AANR suggests discounts based on 12, 24, 36, 48 and 60 pages.

■ Here is how AANR interprets the plans shown, and how it advises publishers on the wisdom of uniformity:

"It should be immediately apparent that these four plans provide maximum uniformity possibilities within any newspaper's idea of the degree of frequency or continuity to be imposed. From Plan 1 through Plan 4 there is a gradual step-by-step relaxation of continuity requirements with all but Plan 4 on one form.

"The only reason newspapers are considering discounts today is the hope they will encourage advertisers to use more space in continuity. As stated earlier, some newspapers believe this encouragement must be in terms of maximum continuity requirements; others believe in some milder form of continuity.

"The four plans provide four steps from maximum to open frequency. The headings and clauses cannot be changed without changing the concept. If any individual or newspaper disagrees with any clause, he is in fact disagreeing with whatever the frequency-volume relationship imposes. Instead of changing the clauses to modify a plan to his liking, he should, in the interests of uniformity, select another of the plans, as is. Any concept is available within the four plans to accommodate any individual ideas.

■ "It is not suggested that a newspaper offer all four, three or even two of these plans as alternates on the same rate card, except that Plan (Volume) may logically be used as an alternate to Plan 1, 2, or 3 to have any meaning (advertiser inducement to plan).

"If Plan 4 is offered as an alternate, the following clause should be incorporated:

" 'To earn any of the discounts offered, the advertiser and/or his agency shall enter into either a volume or frequency contract. Volume and frequency (continuity) discounts are not interchangeable.'

"Of course, page discounts should be supplementary or alternate to any of the four plans." #

Burkholder Names Two

Burkholder Advertising, Columbus, O., has named Richard L. Kersell creative art director and promoted Paul S. Glowa to art director in charge of production. Mr. Kersell was art director of F & R Lazarus Co., Columbus department store; Mr. Glowa has been with the agency since March, 1960.

Street & Finney Names Exec VP

William G. Johnston, account executive and assistant general manager of Street & Finney, New York, has been named exec vp, a new post.

Discount Plans Proposed by AANR

Plan 1

	Minimum Lines Per Week	12 Wks. in 13 Wks.	24 Wks. in 26 Wks.	36 Wks. in 39 Wks.	48 Wks. in 52 Wks.
	300	3,600	7,200	10,800	14,400
	600	7,200	14,400	21,600	28,800
	1,000	12,000	24,000	36,000	48,000
	1,500	18,000	36,000	54,000	72,000
Pg.	2,408	28,896	57,792	86,688	115,584

An additional 1% discount will be granted on all published linage in excess of minimum contract requirements.

Contract required stipulating the term and the minimum lines per week to be used. If the original term stated is less than 52 weeks and if the minimum linage stated is less than a page (lines), it is agreed that the advertiser may extend the term up to 52 weeks and increase minimum linage up to one page (lines) to earn a greater discount. An extension or revision must be made in writing within 7 days of the expiration of the original term.

A contract may be extended from 1 to 11 weeks without notice or revision provided the discounts for such-less-than-12-week extension will be the same as those prior to the extension, and performance during each week of such extended period will be for not less than the minimum weekly linage of the original contract.

If an advertiser fails to fulfill his contract his rate will revert to next applicable discount or open rate.

An advertiser may combine any number of his products to earn a discount.

Plan 2

	Minimum Lines Per Week	12 Wks. in 52 Wks.	24 Wks. in 52 Wks.	36 Wks. in 52 Wks.	48 Wks. in 52 Wks.
	300	3,600	7,200	10,800	14,400
	600	7,200	14,400	21,600	28,800
	1,000	12,000	24,000	36,000	48,000
	1,500	18,000	36,000	54,000	72,000
Pg.	2,408	28,896	57,792	86,688	115,584

An additional 1% discount will be granted on all published linage in excess of minimum contract requirements.

Contract required stipulating the number of weeks within 52 weeks in which a minimum number of lines is to be used. An advertiser may revise and extend his contract in number of weeks and minimum lines to be used to earn a greater discount. However, only a higher bracket in greater number of weeks may earn a larger retroactive discount. An increase in minimum lines per week to a higher bracket will earn a larger non-retroactive discount.

If an advertiser fails to fulfill his contract his rate will revert to next applicable discount or open rate.

Rebates credited on books as earned.

An advertiser may combine any number of his products to earn a discount.

Plan 3

	Minimum Lines Per Insertion	12 Insertions Within 52 Weeks	24 Insertions Within 52 Weeks	36 Insertions Within 52 Weeks	48 Insertions Within 52 Weeks
	300	3,600	7,200	10,800	14,400
	600	7,200	14,400	21,600	28,800
	1,000	12,000	24,000	36,000	48,000
	1,500	18,000	36,000	54,000	72,000
Pg.	2,408	28,896	57,792	86,688	115,584

Minimum contract required. All space billed at established contract rate. To earn a greater discount, advertiser must revise contract upward; however, greater discount is non-retroactive.

If an advertiser fails to fulfill his contract, his rate will revert to next lower applicable discount or open rate.

Rebates credited on books as earned.

An advertiser may combine any number of his products to earn a discount.

Plan 4

VOLUME DISCOUNTS

Lines Within One Year

Lines	Discount	Lines	Discount
2,500	00	75,000	00
5,000	00	100,000	00
10,000	00	150,000	00
25,000	00	200,000	00
50,000	00		

Minimum contract required. Space will be billed at volume discount rate nominated in contract. Space in excess of contract may automatically earn greater discount if it qualifies in next higher bracket. All discounts are retroactive.

If an advertiser fails to fulfill his contract, his rate will revert to next lower applicable discount or open rate.

Rebates credited on books as earned.

An advertiser may combine any number of his products to earn a discount.

Page Discounts

Page discounts are suggested as supplementary to any of the four plans to appear on the same rate card. Mechanical costs in handling national advertising pages are lower than fractional pages, therefore discount inducements are naturally desirable.

Pages	Discount
12	00
24	00
36	00
48	00
60	00

White Seeks New Dealers

White Sewing Machine Corp., Cleveland, has begun a trade campaign to seek new dealers for its home equipment division. Twelve page ads will run monthly in *Mart*, with other trade publications to be added later. The ads stress profit margins and franchise protection. The division is seeking to increase its dealer organization from 1,200 to more than 4,000 dealers. Dix & Eaton, Cleveland, is the agency.

Twelve Indicted in Three-State 'Fraud' in 'Selling' of Ads

TOLEDO, O., Feb. 14—Twelve persons were indicted in a special session of the Lucas County grand jury on charges stemming from the operation of a fraudulent advertising ring in Toledo.

Joseph Jan, assistant county prosecutor, said the ring has centered operations in Toledo for Ohio and parts of Michigan and Pennsylvania for 30 months.

In that period, Mr. Jan said, those indicted sold fictitious advertisements in various existing and nonexisting publications to scores of business men and others.

None of the advertisements ever appeared in print. The operation, Mr. Jan added, netted between $65,000 and $75,000.

■ Named in three indictments containing 25 counts of larceny by trick, obtaining money under false pretenses and forgery in various combinations, were Thomas Cater; Donald Duncan; his wife, Arlene; Gordon Duncan, his brother; Gordon's wife, Phyllis; William G. Sturgill; John D. Sneider; Daniel X. Schings; George E. Spence; James Barr; and James Edwards.

Lucien Lajoie, the 12th person indicted, is being held in Erie County jail, at Sandusky, awaiting grand jury action there in connection with the operation.

After making the contact to sell an ad, Mr. Jan said, the operators collected the fee personally or requested that the payment be mailed to a box number at the West Toledo substation.

To cash checks obtained in this manner, he said, the operators opened a checking bank account at the Farmers Savings Bank in the Great Eastern shopping center in the name of Sneider Publishing Co., a non-existent firm.

Most of the advertising sales, the assistant prosecutor said, were in areas of veterans organizations, police and fire publications, charity and relief, the military service, safety publications, sports and labor. #

Clements Moves Offices

Clements Co., Philadelphia, has moved to new offices in the Broad-Locust Bldg.

Allston, Smith Adds Two

Allston, Smith & Somple, Greenwich, Conn., has been named to handle advertising for National Training Service and Eastern Schools, Greenwich. The companies offer correspondence courses preparatory to passing civil service examinations as well as courses following high school curriculums. Allston, Smith also has been named to handle advertising for Premier Microwave Corp. (formerly Premier Instrument Corp.) and its wholly owned subsidiary, Portchester Instrument Corp., Port Chester, N. Y. Adrian E. Clark Jr. Inc., Westbury, N. Y., formerly handled Premier.

Barton Gets Ad Award

Bruce Barton, chairman of Batten, Barton, Durstine & Osborn, New York, has been named recipient of the "advertising award for 1960," conferred by *Printers' Ink*. Mr. Barton is the second BBDO officer to win the medal; the other was Bernard C. Duffy, chairman of the agency. Mr. Duffy onetime president and now vice- was cited for the year 1957.

ADVERTISING WEEK IN DALLAS—*The Dallas Morning News and the Times Herald made available to Dallas agencies space for ten 600-line ads during Advertising Week, Feb. 6-10. Names of the agencies did not appear in the ads. They were run daily, one in each paper, in the name of the Dallas Advertising League.*

Lando Moves Offices

Lando Advertising Agency, Pittsburgh, has moved to new offices at 725 Liberty Ave. During 1960 Lando added 14 new clients and more than $1,000,000 in gross billings, it reports. Total billings in 1961 are expected to reach between $3,500,000 and $4,000,000, Lando said.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER for 100% accurate release lists
Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU
14 East Jackson • Chicago 4, Illinois
Telephone: WAbash 2-8419

MEET THE WOMAN IN THE TEAM AT THE TOP!

"My good right hand!" That's how Roger S. Ahlbrandt, Treasurer of Allegheny Ludlum Steel Corporation, Pittsburgh, Pa., describes his secretary, Miss Mary Jane Daum. "In the choice of office equipment and supplies for our Division, Miss Daum's responsibility is practically 100%."
Today's secretaries are a key part of the management team, a key influence in the selection of office equipment and supplies. To reach this influential audience—to implant brand preferences and build sales—office products advertisers use TODAY'S SECRETARY, the only magazine with a nation-wide paid circulation of secretaries in business and training. 145,000 subscribers, plus 345,000 additional pass-along readers, see TODAY'S SECRETARY every month. They play a major role in the choice of typewriters, office machines, filing cabinets, office furniture and supplies. Phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 — 49,928

HELP WANTED

CAN YOU FILL THIS:

Growing Chicagoland Suburban Bank needs all around advertising and public relations man or woman—must be able to create and produce program for space, radio, direct mail, display, etc—also handle mechanical production. No agency used. Interesting opportunity for the right person. Submit written confidential resume in detail.

Box 4542, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT

Small but profitable midwest agency with stable growing client list wants young (early 30s) aggressive and personable man who is a capable, versatile writer for print, broadcast and sales promotion material. Should be capable of contact work on junior account executive basis. Salary, profit sharing, pension and bonus plan plus opportunity to participate in ownership. Write and include resume, photo and present earnings.

Box 4570, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising Space Salesman for the Mid-west Territory. Rapidly Growing Missile and Space Magazine.

Box 4571, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALESMAN-OVER 35

Nationally known 38 year old corporation has a challenging, rewarding opportunity for a mature, successful salesman in our Public Relations division. Award sponsorships to commercial-industrial building organizations for a highly regarded prestige-building program. Requires successful intangible sales record, industry, integrity, resourcefulness, willingness to travel several states.

This is a permanent position building repeat, protected business on a liberal commission and bonus basis after training period. Send resume to **C. D. Alexander, Stamats Company, Cedar Rapids, Iowa.**

Publisher of leading national technical magazine is expanding operations, opening new opportunities for space salesmen in Boston, Chicago, New Jersey. Excellent incentive compensation. (Our employees know of this ad.)

Box 4572, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: INDUSTRIAL COPYWRITER

Requirements: Engineering degree or practical experience equivalent.

Box 4574, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PHOTOENGRAVING SALESMAN WANTED

High quality engraving plant reputable in agency field has opening for experienced engraving salesman. Operate a day and night shop good opportunity for right man. All inquiries kept confidential. Our salesmen know about this ad.

Box 4573, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: ART DIRECTOR

Young, avant garde, daring.

Box 4575, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA PRODUCTION GIRL

President of small agency needs right arm. Agency experience necessary. Must have initiative & courteous manner. Excellent opportunity for right girl or woman. Write in detail.

Box 4583, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

RADIO TRAFFIC MANAGER

Unusual opening for a person with several years experience in radio traffic. This position is with a leading Midwest 50,000 watt station. An outstanding opportunity for a well qualified seasoned person. Excellent salary and other benefits. Apply by letter and include photo, resume and salary requirements. All replies will be held in strictest confidence.

Box 4577, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced saleseman with executive potential. Multi-magazine publisher of higher rate industrial magazines seeks man of demonstrated sales ability and capabilities of handling other salesmen. Compensation in upper bracket limited only by man's ability to produce business in major territory. Write fully giving specific information on experience and qualifications. Our personnel know of this ad.

Box 4578, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING PRODUCTION

Advertising agency needs intelligent, hard-working person for production dept. Must have some experience with mfg. or agency and be thoroughly familiar with graphic arts. Excellent opportunity to advance for ambitious person with 2 to 5 years experience. Pleasant working conditions. Good starting salary. Near Michigan Ave. Write full details to

Box 4579, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT MAGAZINE EDITOR

Prefer journalism graduate with science or engineering major, under 25. Proved ability to handle technical subject matter essential. Must be able to learn fast, produce good copy, meet deadlines. Send complete details, photo, and sell yourself.

Box 4580, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising Salesman—for NEW BUSINESS

Small but competently staffed advertising agency requires experienced salesman, preferably with advertising agency or trade publication space selling experience. Must be a self-starter with ability to organize and follow through selling program. Age: over 35. Resident metropolitan area. Married man preferred. Will receive active support of exceptionally capable art, copy and marketing personnel. This is an excellent opportunity to obtain a permanent and lucrative post in a growing organization. Compensation: drawing account and commissions. Our staff knows of this announcement. Write in detail to:

Box 4540, ADVERTISING AGE
630 Third Ave., New York 17, New York

Hundreds of $7,000-$35,000 Executive jobs available. Write for free Report. Strict confidence. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4, Ill.**

PUBLISHERS REPRESENTATIVE

To sell select prospects in Chic. Area for Nat'l. Food Publication on comm. basis.

Box 4581, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

HELP WANTED

TV/PRINT ART DIRECTOR

Large national 4A agency seeks experienced, creative art director to head group on major account. Must be able to contribute ideas and techniques in the development of TV commercials, print advertising and collateral materials. Food and cosmetics background essential. Early replies necessary and all will be held confidential.

Box 4582, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MARKETING

If you have been a brand manager or assistant on a food or drug product or the equivalent and, if you know your way around market research, we want to hear from you. This large Chicago advertising agency has a position open with a good present and future opportunity. Send your complete qualifications with salaries earned and expected to:

Box 4576, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Call Beth Turnbull
BARNARD PERSONNEL
220 S. State St., Room 910, WA 2-2306
for the right type of talent to face any art job.

POSITIONS WANTED

A.E. QUALIFIED IN ELECTRONICS

Have soldering iron, will travel.

Box 4560, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY TRAINEE WITH AD AGCY ONLY 23, COLL. GRAD., VET, 3 MTHS. EXP.

Box 4584, ADVERTISING AGE
630 Third Ave., New York 17, New York

BRAINS FOR HIRE

Veteran business-scientific writer will free-lance articles, books, releases.

Box 4585, ADVERTISING AGE
630 Third Ave., New York 17, New York

Space salesman, successfully solid quality publication for youth market, religious publication mass market, trade publication. Have industrial background (metals).

Box 4586, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCED SPACE SALESMAN

Have 12 years successfully selling space in Ohio, Western Pennsylvania and Detroit. Full knowledge of agencies and clients in this area. Experienced in consumer, trade, financial and engineering publications. Commission or salary.

Box 4587, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING MAN OR WRITER . . .

. . . whichever you need. I'll fill either shoe or, preferably, both. 32, married, Detroit (will relocate). 9 yrs. in advertising, sales, sales management and training, on accounts from largest blue chips to corner milk store. Available now to help solve your clients' marketing and copy problems.

Box 4588, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Sales Promotion-Adv.-Sales Mgmt. 15 yrs. exp. plus Field Sales, Mdsg. Relocate.

Box 4590, ADVERTISING AGE
630 Third Ave., New York 17, New York

LAWYER, desires to leave three years of private practice to return to fold. Has 2½ years administrative experience with 4A agency. Desires position of responsibility with progressive agency requiring bright legal talent.

Box 4591, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ADVERTISING-MARKETING EXEC.

13 years in pkg. goods and other cons. prod. Able planner and doer; creative in all phases of market programming; depth in field mdsg., agency operations.

Box 4592, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

S-A-L-E-S DYNAMO . . . Space, TV, Graphic Arts. Good exp. $12,000 calibre. Travel; 34.

Box 4589, ADVERTISING AGE
630 Third Ave., New York 17, New York

PACKAGING & P.O.P. director
Available full time or free-lance.
Chicago. DE 7-1281

WANT MORE ADVERTISING SALES?

Creative space salesman, 16 years on national magazines, seeks new challenge.

Box 4596, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE ART DIRECTOR

14 yrs. exp. on national, retail, direct mail & P.O.P. Can develop, organize, & direct people. Create complete campaigns & follow through. Full knowledge of prod. & printing. Client contact & sales ability.

Box 4598, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

LAYOUT MAN WITH TOREADOR APPROACH to jobs. Have own art staff to do finish. Will make attractive rates to medium volume users of layout and finished art. Our clients know of this ad. Chicago and North Suburbs.

Box 4594, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOR SALE TRADE PUBLICATION

Solid, profitable, national weekly; authority in important industry. All cash $300,000. Management and staff available. **C. K. Feinberg, Publications Broker, Box 1036, Newark, N.J.**

INVESTMENT OPPORTUNITY

Established publisher seeks slight additional financing for new, quality business publication in highly lucrative, relatively non-competitive market. Exceptionally high return in capital gains growth situation on secure investment of five to twenty thousand dollars. Will stand rigid investigation. Excellent situation for graphic arts supplier.

Box 4595, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

How you can make more money—now! "100 Ways to Build Mail Order Business" by AA columnist Whitt Schultz. $1, ppd. How, Box 2B, Kenilworth, Ill.

MISCELLANEOUS

OPPORTUNITIES FOR WRITERS

Increase your earnings by writing for free lance markets. Send for Free Personal Report and sample copy of nation's largest magazine for writers.

WRITER'S DIGEST
22-45 E. 12th St., Cincinnati 10, Ohio

48

hours is all it takes us to IBM type your resume, print 50 copies, and mail them to you.

Send resume (Print legibly), with $6.00 **Antilope, P.O. 1132, New York 8, N.Y.**

NEED HELP IN DETROIT?

Put my top level contacts and my 15 years trade paper experience to work on your PR, publicity, company representation or writing assignments. Automotive, industrial, construction, merchandising fields.

Box 4539, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Are you interested in joining an organization that is small enough to allow you to function in all areas of Advertising? We are the National Leader in a field of Electro-Mechanical devices and have an opening for a young man with two or three years Industrial Advertising experience. Work will consist of Catalog and Brochure Preparation, Trade Show Participation, Agency Liaison, Technical Writing, etc. In Mid-West location. Submit complete resume, including salary requirements, to Box 604, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING — MARKETING

Leading progressive manufacturer in the photographic industry requires top notch aggressive ad and merchandising manager with ten to fifteen years experience—not more than one-half at agency level. Heavy load of all types collateral, including conventions, trade shows, sales incentive campaigns, printed material, media, etc. This man will operate at top executive level and report to Executive V.P. Experience in photographic industry helpful but not necessary. New air-conditioned offices—Northwest suburb. Starting salary—$13,000.00 plus benefits. Send complete resume with photograph or call YOrktown 6-6610—Mr. A. M. Wertheimer, Executive V.P. All replies will be held strictly confidential. Our personnel knows of this ad.

RADIANT MANUFACTURING CORP.
8220 N. AUSTIN AVE., MORTON GROVE, ILL.

PUBLIC RELATIONS

Mature public relations man with sales personality will earn $20,000 to $30,000 and up, selling hospital bonds. Need good PR and publicity to back strong ad program. Steady employment, but must be free to move to new project about every 12 months. Send resume to:

Box 612, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

SUCCESSFUL CREATIVE NEW YORK AGENCY

Will Merge With Established Agency Seeking To Open a New York Office

Box 615, ADVERTISING AGE
630 Third Avenue
New York 17, New York

COPY-CONTACT

Exciting opportunity with newly established Manhattan branch of 21 year old midwestern **SALES PROMOTION AND MERCHANDISING AGENCY.** Work on blue chip accounts with professionals. Young man who can grow with us.

Box 616, ADVERTISING AGE
630 Third Avenue
New York 17, New York

SO WHAT ELSE IS NEW?

All right, Mannie. So you're still talking about the hole in my head because I shipped out of New York 5 years ago.

So you think NYC is the blood and brains and meat and bowels of the ad agency business, center of corporate finance and all that. Okay. So leave this experienced character (namely, me, at 42, one-time account exec., now creative director and copy chief) clue you in: Manhattan was never so much, with me today turning out more top-drawer creative stuff (wow!) for more types of accounts and having more fun and working harder and seeing more resultant profits, client-wise.

So I should return to New York? Maybe. Maybe not. Maybe it's London for me. Maybe Paris. Hard to get, that's what I'm playing. And like I said, what else is new?

Write to Box 611, Advertising Age
630 Third Ave., N. Y. 17, N. Y.

R&R Copy Studio

Will supply that extra writing "pro" for occasional or peak-time needs. Reportorial or feature, editorial or pr. Strong imaginative copy to any slant. Draw from exper. w. wire service, mag. editing, pr writing & counseling. Per-job rates; photog. contact services avail. Write

R&R, 448 Armitage, Chicago 14, LI 9-2899

ADVERTISING SPACE SALESMEN

Leading Industrial Trade Magazines need two key men—Midwest Territory — SALARY PLUS BONUS INCENTIVE. **Call Mr. Simon for appointment at Delaware 7-6876.**

DON HARRIS NEEDS:

more freedom from sudden, frequent interruptions, so has put interviews with Chicago applicants on an appointment basis. Out-of-towners should notify him, if possible, in advance of arrival. Have your resume with you. If you have long and short versions, give Don the long one. Too many resumes don't tell enough to differentiate the individual. Don't get mad if he doesn't reply by return mail. He will if he sees an immediate possibility for you, otherwise as soon as he has the necessary minutes. (His files filled his needs again this week.)

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago • WA 2-9400

REWARD

for
COSMETICS MARKETER—
Agency or Manufacturer

Why risk wild-guessing mediocrity just because of a groaning budget? Get a creative cosmetics specialist as consultant whose educated instinct fashions product presentations —from idea, texture, shades, fragrances, packaging, name — right down to copy.

She has opening for progressive client March 1st.

Box 614, Advertising Age
630 Third Ave., N. Y. 17, N. Y.

WANTED

PUBLIC RELATIONS FIRM

Responsible New York advertising agency is interested in acquiring a reliable public relations company as part of expansion program. Satisfactory financial and social references exchanged.

Reply Box 613, ADVERTISING AGE
630 Third Avenue, New York 17, New York

FOR SALE: CHEAP ONE MILLION PRODUCT IMPRESSIONS

We'll personally put your client's advertising message directly in the hands of a million Chicagoland wage earners at an unheard of cost of 1¢ per individual. Phenomenal? Find out for yourself.

Also, we offer to sample all or part of this group with your client's product. No charge for distribution if it is a worthwhile sample. What do you want distributed? Give details. Write or phone:

THILLENS, INC.
2351 W. Devon Ave.
Chicago 45, Illinois
Phone: SHeldrake 3-5140

OPPORTUNITY

For Account Man With Billing

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This Week in Washington . . .

Kennedy Woos Business in Speeches; Says He Seeks 'Full-Pledged Alliance'

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 16—President Kennedy's remarks this week before the National Industrial Conference Board are further evidence that he is determined to try to avoid the kind of name-calling that led business men to consider themselves outsiders during the Roosevelt and Truman administrations.

As a Democrat, highly critical of the conservative fiscal policies followed by the government in the past eight years, he was certainly not the preferred candidate of most business men. Now that he is in office, one of his problems is to convince the business world that the Kennedy administration is going to be good for business.

His task is greater, of course, because of controversial ideas promoted in the Democratic platform, and provocative suggestions voiced by some of the individuals who have been taken into the official family. The administration's initial emphasis on welfare programs tends to confirm the suspicions of those who believe it will be like Roosevelt and Truman all over again.

■ So far, however, the administration has been careful not to provide any substance for such claims. Its cabinet selections have been generally applauded. The President's messages have been singularly free from sloganeering or scapegoating.

But this is a new administration with very definite ideas about the way it intends to operate. Government will try to have a lot more to say about the performance of our economy. Before this starts to happen, the President is taking pains to get his own views about our economy solidly on the record.

■ On two occasions during the past two weeks, the President emphasized that we must find ways to stabilize wages and prices and increase our productivity.

In his message on balance of payments last week, the President argued that our ability to grow as a nation rests on our success in competing effectively in world markets. This cannot be achieved, he observed, unless we stabilize costs of production and distribution and improve our product.

At the National Industrial Conference Board, the administration had a platform which enabled it to reach many of the nation's most influential business leaders. Sensitive to the opportunity, it turned out not only the President, but the Vice-President, and the Secretaries of State, Commerce, Labor and Health-Education-Welfare.

■ In his appeal, the President recognized he was on unfriendly ground. "It is too soon to seek your support in the next election," he quipped, "and it would be inaccurate to thank you for having had it in the last."

His hope, he said, in his relations with business is more than an attitude of truce, more than a treaty. "We seek the spirit of a full pledged alliance," he declared.

As part of his own contribution toward the peace-making, the President declared that government and business are really each "silent partners" who benefit by each other's prosperity.

■ "It is often said," the President declared, "that government is a silent partner in every business because it takes half the reward. But business is also the silent partner of the federal government. Our success is dependent on your profits and your success."

When profits fell by $6-$7 billion in 1960, government revenues dipped by $3 billion, he noted—"enough to pay the federal share of all our anti-recession, health and education programs for the next fiscal year and contribute toward closing the missile gaps which Democrats used to talk about."

■ "In short," the President said, "there is no inevitable clash between the public and private sectors—or between investment and consumption—nor between government and business.

"All elements in our national economic growth are interdependent. Each must play its proper role, and that is the aim this administration wants—mutual understanding and fruitful collaboration.

"We will not discriminate," he pledged, "for or against any segment of our society or any segment of the business community.

"We are vigorously opposed to corruption and monopoly and human exploitation, but we are not opposed to business."

■ From the policies that have unfolded since Jan. 20, the basic approach of the administration is to recognize that government must meet the needs of many claimants. Welfare programs are regarded as both warranted and useful. But administration supporters are also trying to provide assurance that the emphasis on welfare programs does not mean that the contribution of business to the public welfare isn't appreciated.

One of the reasons they are particularly concerned about getting along with business is that the administration will soon be experimenting with some new measures in the economic field which may arouse considerable discussion.

Unlike the Eisenhower administration, which preferred to rely almost exclusively on fiscal measures to blunt the gyrations of the business cycle, the new administration expects to intervene more directly in the labor-management field. For example, there are signs that the newly created committee on labor-management policy, under the joint chairmanship of the Secretaries of Labor and Commerce, will try to develop some "ground-rules" for wage contract settlements, to eliminate agreements which tend to force prices up.

■ In his talk to the National Industrial Conference Board, the President developed three major themes which he wanted to discuss with business:

Economic Growth—The recovery programs which have been sent to Congress are only a first step. By themselves, they do not represent the kind of expansion that is needed. "But only when we are using our plant at or near capacity can we expect any solid expansion," he pointed out.

New Plant Investment—Within the next few weeks, he will send Congress proposals to modify the tax laws so that business will have greater incentives to modernize its plants. "Nothing can reverse our balance of payments deficit if American machinery and equipment cannot produce the newest products of the highest quality in the most efficient manner."

Price Stability—The government's power to control prices and wages is rightly limited, but nevertheless there is a substantial public interest in seeing that prices and wages are stabilized. The new advisory committee on labor-management relations is to play a major role in "helping to promote sound wage and price policies, increasing productivity and the betterment of America." Without further elaboration on the developments ahead, he declared: "Ways must be found to bring that public interest before the parties in a fair and orderly manner."

■ The audience at the National Industrial Conference Board responded generously to the President's candor. His sales points sunk home, but most of the prospects obviously weren't ready to sign on the dotted line yet. Some were inclined to take him at his word. Some said they liked the words, but would wait to see the deeds. Some, like the chemical company executive quoted by the *Washington Post*, weren't budged at all.

"Sure the words were fine," he said, "but does he mean it? How can he talk about keeping prices down and want to increase the minimum wage?" #

Ziff-Davis Names Two

Hershel B. Sarbin has been named to the new post of vp and general manager of Ziff-Davis Publishing Co., New York. He formerly was a vp and general counsel to the company. Ziff-Davis also has named Phillip T. Heffernan, formerly sales manager of *Electro-Technology*, publisher of *Electronics World*, *Popular Electronics* and *HiFi-Stereo Review*. He succeeds Oliver Read, who has left the company.

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From Cowboys to Quality . . .

'True' Finds Occasion for Promotion Hoopla as It Reaches Its 25th Year

By Denis Higgins

NEW YORK, Feb. 14—Why do magazines celebrate "birthdays?"

According to James B. Boynton, vp and advertising director of Fawcett Publications, the observance of a magazine's anniversary is "strictly a gimmick"—an opportunity for legitimate drumbeating that no true salesman should ever pass up.

Let it be known immediately, however, that one of Mr. Boynton's magazines is *True*, currently celebrating its 25th year in business.

To Jim Boynton, the fact that *True* is 25 years old is merely incidental ("No big deal," he says. "What the hell, plenty of books are older than that"). What is important, he told ADVERTISING AGE is an interview, is that here is a ready-made opportunity to "promote like hell" and, hopefully, attract new readers and advertisers in the process.

■ The magazine's February issue, for example, is a promotion man's dream. It's big, beautiful and, in commemoration of a silver anniversary, boxed in a glinting metallic cover. Inside, the book is loaded with ads and crammed with pieces by such big literary guns as Ernest Hemingway, Bruce Catton and John Dos Passos.

On the ad side, the Boynton theory that birthdays mean business is illustrated by the fact that the issue represents revenue of $599,105, a gain of 103% over last year's February issue and 239% over the February issue of 1954, when Mr. Boynton came to Fawcett from *American Weekly*.

Things weren't always that bright for the magazine.

Today the leading book in the men's magazine field, and the flagship of the Fawcett fleet, *True* almost died aborning.

Ralph Daigh, vp and editorial director of Fawcett, had hit upon the idea of an all-fact men's magazine while a student at the University of Missouri in the late '20s. After college, Mr. Daigh landed at Fawcett and tried unsuccessfully to interest the management in a magazine "devoted to everything of true interest to men." His next job was with Dell Publishing, but Dell wasn't interested, either.

■ By the mid-'30s, however, Mr. Daigh was back at Fawcett as editorial director (at 27). And in 1936, when the company was casting about for new ventures, he saw a chance to launch his pet project.

With its emphasis on sex, sadism and derring-do, the magazine was a middling success. At first, circulation was sluggish, but by 1943—a peak pinup year—the magazine climbed to 250,000 copies. By 1944 *True* was at 466,000, and in 1946 it passed the 1,000,000 mark.

Today, *True* is the biggest (circulation 2,400,000) and most profitable book in the Fawcett lineup, which includes *Woman's Day*, *Motion Picture*, *Mechanix Illustrated*, *Cavalier*, *True Confessions*. Last year, *True* accounted for some 30% of Fawcett's entire revenue of $21,000,000.

■ The financial success of the magazine, according to Mr. Daigh, its editorial boss, is attributable in large measure to Fawcett's long-standing emphasis on newsstand sales.

Mr. Daigh points proudly to *True*'s "carefully balanced" ratio between newsstand and subscriptions (about 40-60) and scorns those magazines whose circulation "can be turned on as from a subscription spigot." Cut-rate subscription policies, says Mr. Daigh, generally leave a publisher with either no net income, or "only pennies." He says that *True*'s circulation could easily be pumped to 4,000,000 by using these "now-so-popular forced-draught circulation methods."

NAME WATCHERS—*John de Garmo (right) and Norman Odell watch artist letter in the Odell name on door at 205 E. 42nd St., New York. De Garmo Inc., ad and marketing agency, has affiliated with Norman Odell Associates, pr company. Mr. Odell has become a vp and a principal of the agency.*

Ralph Daigh

James B. Boynton

Coupled with the magazine's abiding faith in a strong newsstand circulation is its concern for boosting *True*'s editorial and advertising image.

One of his continuing problems, says Mr. Boynton, is persuading agency and advertising people—particularly the ones who go back a few years—to forget the old bust-and-bomb image of *True*.

"If there's anything we want to get across to advertisers," Mr. Boynton said, "it's the idea that *True* has moved across town. It was born in the pulp field, grew up on Tenth Ave., but now is a bona fide member of Madison Ave.

■ "We want them to realize that we've thrown out the cowboys and Indians and the guys in black leather jackets and are now putting out a quality magazine. Our readers don't drink beer from the can any longer; now they use a glass."

As evidence that *True* no longer caters to the baser instincts, Mr. Boynton cites the $250,000 worth of advertising that's annually rejected as undesirable. Editorial matter, he adds, has also been polished and cleaned up ("I see every cartoon that goes into the book").

"There used to be a time when an advertiser would call us and tell us to quit sending the magazine to his home. It was fine for his advertising, but he didn't want his 16-year-old daughter reading it. Things like that don't happen any more," he said.

As might be supposed, Jim Boynton exercises considerably more control over *True*'s editorial and advertising content than does the average magazine ad manager.

■ For five of the seven years he's been with Fawcett, he has had the prerogative of passing on not only the magazine's advertising, but also on its editorial matter.

"Suppose the editors are planning a story on a specific company in the oil business," he explains. "If it was published it would kill us with the other oil guys. The same thing for liquor. What the hell, it's fine with us to do a story on the liquor field using generic names, like scotch or vodka, but why name specific brands? That's giving one guy free advertising and making another pay for it.

"One thing, though, I have never gone to the editors and asked them to do a story on anything. That would be prostitution, and I certainly don't approve pressuring editors. But anybody in the magazine business who says there is an iron curtain between editorial and advertising is simply not telling the truth." =

Wayne Knitting Names Bier

Wayne Knitting Mills, Humboldt, Tenn., has appointed Leone Bier advertising director for Belle-Sharmeer stockings. Miss Bier also will continue as fashion director.

AD MEN PUT Executive House® ON THE MAP...

your ad headquarters in Chicago at
71 E. WACKER DRIVE

Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.

PRIVATE MEETING AND BANQUET FACILITIES

Visit Executive House Dining Room and Cocktail Lounge

THE S.E.P. SHORT COURSE

C.C.N.Y.

Completed Copy Needed Yesterday. Music to a writer's ears, since usually it's needed D.B.T.D.B.Y. – the Day Before The Day Before Yesterday.

A.P.X.

Ad Page Exposure – the first and only media measure that tells you whether your copy is exposed to anybody. Tells how many times readers turn to your own ad page – and who they are. Isn't that, really now, what you want to know?

Don't wait another day to get the APX facts from The Saturday Evening Post.

In Connecticut, New London Leads In Apparel Sales Per Household!

Looking for big-size Apparel Sales? You'll find them in top-spending New London . . . 1st among all Connecticut cities of 25,000-or-over population in Apparel Sales per household — a well-clad $715*. And The Day, the only local daily, covers 98% city zone.

* SM '60 Survey

The Day

NEW LONDON, CONNECTICUT

National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Davidson Conway Plank Worthington Peterson

TRENDMAKERS—*Betsy Ann Plank, program chairman of the fourth annual conference of the Chicago chapter, American Women In Radio & Television, gives last minute instructions to panel members; Carter Davidson, analyst and foreign news editor, WBBM-TV; John W. Worthington, public information director, Midwest Program on Airborne Television; Peter G. Peterson, exec vp, Bell & Howell Co.; and moderator, Jim Conway, commentator, WGN-TV and WMAQ, before they discuss new trends in broadcasting.*

Controversial TV Programs Sell for Bell & Howell: Peterson

(Continued from Page 3)

services because of its "promoting integrations and mongrelization of the races."

Mr. Peterson said he always has been perplexed by those in business who make $1,000,000-product decisions based on large representative surveys of the total market's reaction. "Then, we find ourselves shell-shocked by a literal handful of critical letters without attempting to find out how representative these comments are," he said.

However, the favorable letters received by Bell & Howell far outnumber the unfavorable by a ratio of almost 40 to 1, Mr. Peterson said.

Part of the reason for the type of programming Bell & Howell has chosen is that the company feels its task is to help arouse the American people to awareness of present day problems, he said.

Bell & Howell's advertising budget does not allow making a profit with half of its ad dollars and making a corporate contribution to public awareness with the other half, he said.

"Whether we sponsor a program dealing with ethics, economics or elections, it must also be an effective sales vehicle," he said. The company does not take the view, put forth by some, that if it's good for the country, it probably is not good for Bell & Howell, and if it is good for Bell & Howell, it probably is not good for the country, he said.

■ Bell & Howell thinks this type of public interest show or documentary does sell, and the quality audience it draws actually is economical, he said.

Mr. Peterson said studies of representative samples of the total audiences of Bell & Howell shows find that (1) the vast majority seem to approve of a company dealing with realities of the modern world; and (2) the favorable involvement with the programming carries over to a favorable involvement with the company and its products to a far greater extent than B&H experiences with other kinds of advertising.

Mr. Peterson feels strongly that "the folklore of marketing grossly overstates the negative aspects and the risks of controversy and grossly understates its positive aspects." He said B&H is finding increasing numbers of public service shows draw "surprisingly good audiences."

Bell & Howell believes in its present programming concept enough "to put all of our tv funds into public service programming indefinitely . . . with a signed contract through 1962," he said.

■ "The image of women is disappearing from the radio and tv broadcasting scene," deplored Virginia Graham, tv broadcaster. Miss Graham, who is a frequent guest on the Jack Paar show, charged that where the broadcasting woman still exists, usually she is relegated to the role of reading recipes.

Women have a definite place in broadcasting, Miss Graham maintained. They have a talent for selling other women.

Montez Tjaden, promotion manager, KWTV, Oklahoma City, and AWRT's national president-elect, told the group that "if any part of the commercials on a station lack believability, discredit is done to every advertiser on the station."

She said broadcasters have two responsibilities: (1) As communicators to go out and tell the world about the significant industries we represent; and (2) to maintain the credibility of the story.

Only by striving for credibility in advertising can some of the misconceptions and lack of information concerning the advertising industry be corrected and the public image of advertising be uplifted, she said.

■ At a panel session, four friends sat around a table and the air waves began to spark.

Speaking on the Great Debate: "Who controls tv programming—and who should?", Sterling (Red) Quinlan, vp in charge of WBKB; George Bolas, vp, Tatham-Laird; Douglas Smith, vp of advertising and marketing, S. C. Johnson & Son; and Sidney R. Bernstein, editorial director, Advertising Age, seemed to agree that networks should control programming.

But, Mr. Bernstein disagreed somewhat with the others, who maintained that the networks actually do control programming. Mr. Bernstein cited the proposal made by Advertising Age on Nov. 9, 1959, that advertising and advertising people should be dissociated from radio and tv programming and that networks and stations be made solely responsible for the editorial content of broadcasting.

Mr. Bernstein advocated that advertisers instead of buying programs buy so many minutes on a network per week, with certain audience guarantees, and with some choice of programs to be near. This way, he said, every buyer would get a similar deal.

"If you make networks and packagers responsible, it may not be better, but at least you will know who has the responsibility for programming," he said.

■ Mr. Smith maintained that actually we already have a magazine or newspaper concept in tv advertising to a certain extent, especially in daytime network tv. He said an advertiser must make his presence felt because he has an obligation to good taste since advertisers are held responsible for good taste in the eyes of the public. He said sponsor identification is an important factor in using tv as an ad medium.

Mr. Bolas felt that buying time adjacent to shows is not practical because an advertiser is required to invest many millions of dollars in tv and does not have the flexibility of getting in and out of tv as in magazines.

He said, "We must permit the use of programs created by any interested party"—and the most interested participant is the advertiser, whose wishes are identical to those of the public.

Mr. Quinlan said if we went to a system of buying spots in shows only, the emphasis would be put more and more on numbers (size of audience) and this ultimately would downgrade programming. ≡

Bolas Smith Hurlbut Quinlan Bernstein

AUTHORITIES—*Jim Hurlbut, commentator, WMAQ and WNBQ, moderates a panel discussion at the fourth annual conference of the Chicago chapter, American Women in Radio & Television. Panel members discussing "Who controls tv programming & who should" are Sterling (Red) Quinlan, vp, WBKB; George Bolas, vp, Tatham-Laird; Douglas Smith, vp of advertising, S. C. Johnson & Son; and S. R. Bernstein, editorial director, Advertising Age.*

Crab Grass Killer Is Dow's 'Wedge' in Garden Market

(Continued from Page 2)

and the sales and marketing strategy, he said that the company for years had been looking for a line of products with which it could "get into the backyard."

"This market is fantastic," he said. "In 1959, in New Jersey alone there were 114,600 acres of home lawns, on which home owners spent a total of $81,000,000 on maintenance. This includes fertilizer, water, garden mowers, carts, seed, implements, fees for garden service companies, and so on. In Southern California, for example, I understand that the average home owner spends $164 a year maintaining that backyard plot."

Some less direct assessments also entered into Dow's thinking: "We are aiming for that backyard snob. Do you think the average home owner really cares about the crab grass in his lawn, or isn't he simply wondering how to 'put it on' with his neighbors?

■ "This is not a fantastic appraisal. I have exposed this myself. In every neighborhood you have a lousy expert who is going to go one better than the next fellow. In order to be a snob, somewhere along the line you have to have a little larceny in your soul. We are trying to develop this fact by the way we are marketing this product. You're appealing to a guy when you tell him he's part of this snob market.

"Then, again, if the U. S. is really working toward the four-day work week, how is the average home owner going to spend his leisure time? He's either going to have more kids, or he's going to spend more time in his garden."

Mr. Prine added that Dow has more "backyard" items lined up. Currently, three similar products are being test marketed.

■ "We have in our plans a wide line of lawn and garden items, and we can cut loose with them in 1962. But first we want to know more about this market. What makes people buy? This crab grass killer is our wedge. With this we can ferret out some of the information we haven't got at the moment."

He said it had been simple for Dow to convert from its old method of gearing operations to farmers, railroads and the big consumers. At the same time, the company switched from its normal pattern of selling to distributors, who were eliminated in this case; Dow will sell direct to dealers.

"But how to sell it? We're not fooling here. For this campaign we are sticking to the same pattern of newspaper-radio mixture that we used when we test marketed the item last year. With this pattern, we feel we're on a winner unless something goes wrong."

The crab grass killer was tested last year in Springfield, Mass.; Syracuse, N. Y.; Erie, Pa.; Fort Wayne and South Bend, Ind.; and Peoria, Ill.

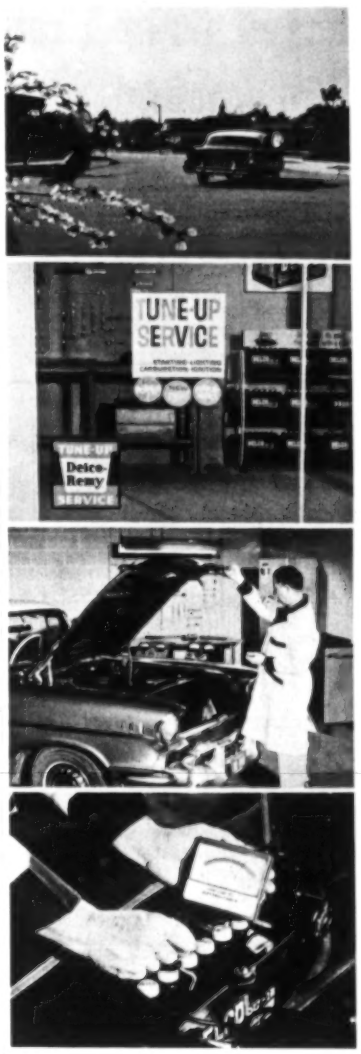
■ "Our audits showed we had 71% of the market in Springfield and 58% in Syracuse. We placed two and one-half times more product on the market than we thought we could sell, and we were sold out by April 12—more than a week before the estimated peak of the sales period," he said.

For the current campaign, the agency decided on several phases. Two-color page ads in regional editions of *The Saturday Evening Post* (March 18 and April 8) will lead off. These will be supported by the same type of ads in regional newspapers, plus dealer listings in local newspapers.

Altogether, 150 newspapers will be used. In addition, a heavy schedule of radio spots is lined up. Mr. Prine said the commercials feature a "cute, springy jingle designed for adults."

Dow will play up two factors. One will be the safety angle. "We talk safety to warm-blooded mammals—pets and kids." The other will be the pre-emergence concept; Dow claims its product kills crab grass before it emerges. This period Dow places at May 25 through June.

Depending on the results, Dow plans to expand beyond the 14 states—the blue grass area—to about 20 or more states next year. The development of the product took six years. It has no special name, because Dow hopes to "simplify the process of psychology" by selling the item simply as a Dow product. ≡



SPRING SONG—*These stills are from a United Motor Service commercial for its Delco-Remy spring tuneup promotion, to be shown in March on "The Islanders" and "Stage Coach West." Campbell-Ewald Co., Detroit, is the agency. The film was made by Fred A. Niles Productions, Chicago.*

F&S&R Names Three

Les Sterne has come out of retirement to join the Pittsburgh office of Fuller & Smith & Ross as a time buyer. Before his retirement, he was head of the radio-tv media operation of Smith, Taylor & Jenkins. F&S&R has named Eugene Tashoff and Ian M. Keown copywriters in New York. Mr. Tashoff formerly was with Lawrence Fertig & Co. Mr. Keown formerly was a copywriter in the international department of Smit's Advertising, Amsterdam.

Cintron Joins Van Heusen

Wilfred Cintron, formerly with Sperry Rand Corp., has joined Phillips-Van Heusen Corp., New York, as assistant to the advertising and sales promotion director. He succeeds James L. Bodine, who has resigned.

Shulton Forms Division

A home products division has been established by Shulton Inc., New York, to handle the company's Bridgeport line of aerosols and certain proprietary products. Headed by William H. O'Brien, vp, the division formerly was the consumer chemical section of the fine chemicals division.

'Current' to Agel & Friend

Current, a monthly magazine, has appointed Agel & Friend, New York, to handle its advertising.

Use of Co-op Grows, but Criticisms Still Abound, ANA Workshop Is Told

(Continued from Page 1)

the Advertising Checking Bureau.

Five trends pointed out by Mr. Crimmins are:

- A less legalistic approach to a co-op plan.
- A movement of control over co-op expenditures away from the company sales department.
- A "growing sophistication on the part of manufacturers involved in co-op."
- Growth of co-op advertising among manufacturers who do not sell consumer products to retailers.
- A tendency toward tighter, more effective control over co-op expenditures.

■ "Too few manufacturers develop fully the possibilities of department stores as retail outlets," according to Louis Tannenbaum, vp of the Bureau of Advertising, American Newspaper Publishers Assn.

"Many dollars are wasted annually in valueless promotional and merchandising cooperation offered to stores by manufacturers," he said.

"Department stores have gone in, strongly and wisely, for planning," Mr. Tannenbaum said. "They know that profit comes not from 'sensational' promotions, but from controlled operations. The inevitable consequence is that the manufacturer who talks to them, through advertising and in personal selling, in terms of controlled merchandising, is talking a language that they understand, like and act upon."

■ S. R. Bernstein, editorial director of ADVERTISING AGE, told the ANA workshop that manufacturers should make it clear to dealers that the manufacturers "are not solely interested in co-op as a means of getting cheap advertising for themselves," and that "they are not offering something called co-op allowances as a price concession, and that they have no intention of being a patsy for every allowance-grabbing idea a retailer can think up."

Mr. Bernstein said some allowances are merely price cuts, designed to increase margins. "It seems to me that your committee might develop one great forward step which might benefit the whole area of cooperative advertising by pointing out, once and for all, in clear and unmistakable terms, that this kind of profit-producing item has nothing to do with advertising, co-op or any other kind.

"It ought not to be called advertising," he said. "The allowances ought not to be charged to an advertising budget—and . . . you and your advertising department ought not to be bothered with the job of administering this price cut."

■ He also urged that manufacturers make their co-op ad program flexible, since the manufacturer and dealer have different ideas about the proper advertising approach.

"Certainly there is a community of interest between the two," he said, "but their interests are not normally identical.

"Manufacturers and their advertising departments might profitably spend a little less time worrying about the policing of co-op agreements and a little more time worrying about making them more effective in concept and execution."

■ Bernard F. Bertland, director of advertising and promotion of Chemstrand Corp., noted that his company found that co-op can do the best job only after the market has been preconditioned by other marketing tools.

He said that the company first used heavy print advertising, and then network tv, when introducing Acrilan in the carpet field in 1957.

In 1958, when Acrilan accounted for about 5% of the total of all fibers used in carpets, Chemstrand launched its co-op program. "It was time to nail things down tight at the retail level," he said, "to get individual stores and soft floor covering dealers to get behind Acrilan carpets to an even greater degree."

Mr. Bertland said that in the fall of 1959, when the company promoted an "Acrilan carpet week," more than 4,000 stores featured promotional material, and more than 2,000 took advantage of co-op advertising.

■ Samuel Feinberg, *Women's Wear Daily* columnist, pointed out abuses by both retailers and manufacturers which have hurt the effectiveness of a co-op program.

"Co-op ads and other promotional aids might have been commendable selling weapons for retailers over the years," he said, "if terms of the ad and production costs were not unilaterally set by the store; if manufacturers were not placed off-bounds or had orders materially reduced because they wouldn't participate in co-op programs; if stores didn't run ads that are poorly written and badly timed, with the merchandising inadequately stocked, simply to get rid of the vendor's money—and their own, too."

On the other hand, he noted, "co-op ads would be commendable selling weapons for manufacturers if manufacturers did not confine contributions to big stores and offices and ignore smaller ones; if manufacturers didn't pay a store for big ad space for a particular item of little interest to the public so that the ad might be flashed under the noses of reluctant buyers; if manufacturers refused to take the co-op ad cost out of the quality of the garment." ≡

British Contest Winner to Study U. S. Ad Practices

LONDON, Feb. 14—The Institute of Practitioners in Advertising has announced that two prizes of £250 ($700) will go to the winners of an essay contest under the Alfred Bates Award.

Subject of the essay for this year: The opportunities and responsibilities for advertising agencies in using the expanding facilities for mass communications.

Alfred Bates & Son, London agency, donated $2,800 last August to establish the Bates Award, part of which was to be used to enable two young employes of an IPA agency to study agency practice in the U.S.

Entry in the contest is restricted to advertising men under 25 as of March 31, employed by IPA member agencies, domiciled in Britain, who have not previously visited the U.S. Closing date for entries is March 30. ≡

Ford Appoints Leestma

Ford Motor Co., Dearborn, Mich., has appointed Clifford S. Leestma marketing operations consultant on the marketing staff. Mr. Leestma formerly was executive assistant to the Great Lakes regional sales manager of the Ford division.

Bostic Rogers McCollough Lindsay Shafto

HONORED—*National Assn. of Broadcasters honored members of the three-man policy committee which administered the association pending the selection of LeRoy Collins as president at its board's meeting in Palm Springs (AA, Feb. 13). Receiving bound volumes of testimonial letters are G. Richard Shafto, WIS, Columbia, S.C.; Merrill Lindsay, WSOY, Decatur, Ill.; and Claire McCollough, Steinman Stations, Lancaster, Pa. Watching are W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., chairman of the TV Board, and Tom Bostic, president, Cascade Broadcasting Co., Yakima, Wash., chairman of the Radio Board. Mr. Rogers, Mr. McCollough and Mr. Bostic were appointed as an advisory committee.*

FTC to Probe Department Store Co-op Dealings

(Continued from Page 1)

settled details are the specific stores which are to receive the question form.

The investigate-by-mail technique was developed by FTC last year as a quick way of surveying a situation where the commission believes violations are rampant. Under Sec. 6 of the FTC Act, companies which receive the questionnaires face severe penalties if they fail to provide the information which the commission seeks.

In the first test of investigate-by-mail, FTC swept through the Florida citrus industry. More than 50 complaints resulted, charging the acceptance of illegal brokerage allowances.

■ The big food chain study reportedly turned up at least 1,500 food suppliers who have given co-op to chains under arrangements which may violate the non-discrimination provisions of the Robinson-Patman Act. FTC has already issued complaints against some of the chains and their suppliers.

As a result of leads which were developed from its investigations of food chains, FTC has also mailed investigate-by-mail questionnaires to scores of food suppliers, asking them about co-op payments to the chains. More than a dozen complaints have been issued for allegedly providing discriminatory co-op allowances to Brenner Tea Co., and a number of similar complaints are anticipated against companies which made payments to the Winn Dixie chain.

Smith/Greenland Adds Two

Smith/Greenland Co., New York, has been named to handle advertising for Arcadian Gardens, New York, operator of a garden supermarket chain. Gardner Advertising Co. formerly handled the account. Smith/Greenland also has been named to handle advertising for Pacotronics Inc., hi-fi and communications equipment maker.

Peterson Boats Names Reast

Peterson Boats, Egg Harbor City, N. J., boat manufacturer, has appointed Reast & Connolly, South Orange, N. J., to handle its advertising.

Hartenbower Collins Gill

CODE OFFICERS—*LeRoy Collins, NAB president, talks with E. K. Hartenbower, KCMO-TV, Kansas City, Mo., re-appointed chairman of the tv code review board, and Cliff Gill, KEZY, Anaheim, Cal., renamed chairman of the radio code board at the board meeting of the NAB in Palm Springs (AA, Feb. 13).*

Hormel Bacon, Palmolive Shaving Cream, Bulova Lead in Minnesota: 'Star, Tribune'

MINNEAPOLIS, Feb. 16—Hormel, the leading bacon brand in Hennepin County, increased its "percentage of use by homemakers" from 28% in 1959 to 40.9% in 1960, further eclipsing runner-up Swift, which has dropped from 17.9% in 1959 to 10.9% in 1960, according to "Minnesota Homemaker Survey No. 13," just published by *Minneapolis Star & Tribune*.

"Mr. Minnesota No. 2," biennial male market study of the same parentage, revealed that brushless shaving cream continues to gain in popularity, especially in Hennepin County, where use increased from 55.5% in 1958 to 68.4% in 1960.

In this county, which includes Minneapolis, as well as in the entire state, Palmolive was the leading shaving cream (without breakdown as to type). More than 18% of Minnesota's and 16% of Hennepin County's safety or straight-edge razor users reported it as their choice. Mennen, with 9.5% and 7.9%, respectively, was second, and Williams was third (6.3% and 6.7%).

■ The two new releases of the newspaper's "Continuing Survey of Minnesota Living" for the first time include what it called a "new dimension in consumer research—separate data classifications on product use by its regular readers in the county and in the state."

This information, showing what products and brands readers have on hand and in use in their homes—and what proportion they account for among all product and brand users—is in addition to the customary statistics on consumption in the area.

The studies now "define the market in terms of the medium," the newspaper said.

■ Among other highlights of the two studies:

- Instant potatoes are used by 30.8% of the Hennepin county women and 21.2% of the statewide sample.
- More than 12% of the state's homemakers who use wall and woodwork cleansers, use a brand that was not on the market the year before (Mr. Clean). It is now second to Spic and Span, whose percentage of use has declined from 39.6% in 1957 to 26.2% in 1960.
- Over 18% of the men in Hennepin county own golf clubs.
- Bulova, Elgin and Timex are the leading wrist watch brands among the state's men, with 18.8%, 14.7% and 10.9% respectively.
- Of the 65.7% of Minnesotans who wear hats (as opposed to caps), 20% wear Stetson; 12.4%, Adam; and 9.6%, Dobbs.

Both surveys are available in book form or by individual subject sheets from the newspaper. ≡

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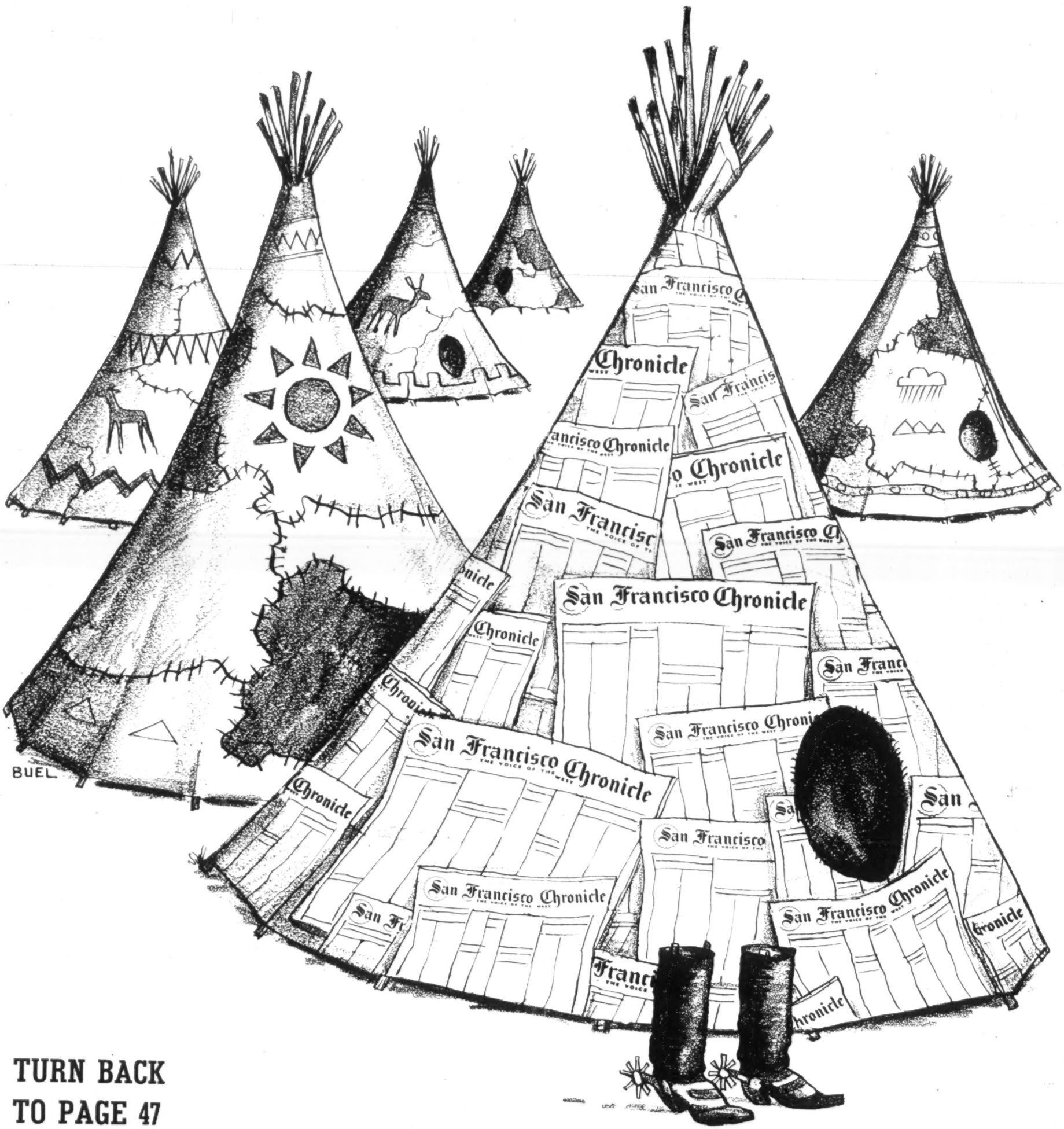

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Represented by Sawyer Ferguson Walker